

# ROY M. PEREZ

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## LONG STORY SHORT

*An application specialist reinforced with an engineering education who strives to connect with others to help cater to their specific needs.*

## RECENT EXPERIENCE



**VOLTERA • [www.voltera.io](http://www.voltera.io)**

Application Engineering • Apr '19 – Now

Responsible for managing a sales pipeline from prospecting to close, selling the V-One PCB printer to product developers, educational users and C-Level executives from early startups to Fortune 500 companies and everything in between. Became the top sales representative by the third month, bringing in 395K in revenue within the first 8 months.



**VERTIV CANADA • [www.vertivco.com](http://www.vertivco.com)**

Technical Inside Sales • May '16 – Apr' 2019

Member of a 6-man sales team, accountable for supporting the outside sales team with engineering, sales and marketing initiatives. Produced sales and marketing materials such as product overviews, ordering guides and catalogs to simplify the sales cycle. Managed the RFI/RFP/RFQ process for all key accounts acting as a liaison between the customer, sales and engineering. Planned, implemented and coordinated trade show booths and marketing inventory across Canada. Surpassed annual new business quota, bringing in opportunities up to 5 million dollars within first year; done by cold calling/emailing and social selling.



**AWAY FROM KEYBOARD (AFK) • [www.awayfromkeyboard.co](http://www.awayfromkeyboard.co)**

Founder • May '18 – Now

Founded a brand that enables people to disconnect to reconnect by making the most comfortable outdoor chair around. Ran charity campaigns, selling AFK equipment redirecting all proceeds to Save the Children, in support of Typhoon Mangkhut. I've been bootstrapping the project and manage all social media, e-commerce, production, marketing and sales channels.



**SPIKEBALL • [www.spikeball.com](http://www.spikeball.com)**

Brand Ambassador • March '18 - Now

Sold over 2K of Spikeball merchandise across the Greater Toronto Area. Organized weekly games throughout the summer within the London Ontario area. Don't know what Spikeball is? Just ask and I'll likely challenge you to a match once I'm done professing my love for the game.



**ALECTRA UTILITIES • [www.alectrautilities.com](http://www.alectrautilities.com)**

Business Intelligence Intern • Sept '14 – Sept '15

Successfully assisted in upgrading Alectra's SCADA system, working with General Electric's software and hardware integration specialists. Performed on-site hardware and software troubleshooting. Became proficient in VBA, SQL and shell scripting to design data retrieval reports.



**MCMASTER AUTOMOTIVE RESOURCE CENTER • [www.mcmasterinnovationpark.ca/marc](http://www.mcmasterinnovationpark.ca/marc)**

Vehicle Electrification Intern • Summer '14

Designed a custom low voltage printed circuit board using Altium Designer 14.1 design software. Conducted high voltage motor testing in junction with the driver's controller.



**LONDON ULTIMATE CLUB • [www.londonultimate.ca](http://www.londonultimate.ca)**

Freelance Web Designer • March '18 – August '18

Utilized the WIX development platform to design a website with showcasing the club's social media content, blog and a PayPal integrated web store.

## ADDITIONAL HIGHLIGHTS & EXPERIENCE



CITY OF HAMILTON • [www.hamilton.ca](http://www.hamilton.ca)

General Laborer • Summer '11/'12/'13/'14

Part of a 5-member crew, worked as a general laborer within the City of Hamilton's Horticulture division for 4 consecutive summers, beautifying various city parks and high traffic areas.



MCMASTER ENGINEERING • [www.eng.mcmaster.ca](http://www.eng.mcmaster.ca)

1st Year Electrical Engineering Recruitment

Provided first year engineering students more details on the courses within the Electrical and Computer engineering program and sharing my personal experience.

## ACHIEVEMENTS



ELENA AND PETER CICCHI MEMORIAL AWARD

Awarded to a male graduate who is deemed to best exemplify various works of love, charity and compassion in both the school and community.

PHILIP J. O'KEEFE CITIZENSHIP AWARD

Awarded to a graduating male student who demonstrates excellent values and who is a blood donor with a strong sense of civic responsibility.



MCMASTER ENGINEERING OLYMPICS SCHOLARSHIP

First place recipient for the "Civil Canadian Arm", Awarded a \$500 scholarship to McMaster

## EDUCATION



SHUT THE FRONT DOOR IMPROV

Certificate '19

An eight class improv intensive. Each week focuses on a different building block of improv, with a live showcase to the public upon the completion of the program.



DALE CARNEGIE TRAINING

Certificate, Effective Communications and Human Relations '17

A 4-month course on how to form close, more rewarding relationships built on trust and respect. Continually challenged to improve ways to project an enthusiastic attitude, salesmanship, effective public speaking and strong interpersonal skills.



MCMASTER UNIVERSITY

B.Eng. Electrical and Microelectronics Engineering '16

Honour Reward Entrance Scholar • McMaster Ultimate Competitive Club, Spirit Captain, Team Member and Tournament Coordinator • McMaster Entrepreneurship Association Member • McMaster Intramurals Captain and Game Official • Institute of Electrical and Electronic Engineers Student Member



MOHAWK COLLEGE

College Certificate, Programmable Logic Controllers '15

Developed skills needed to design, program and maintain PLC-based automation installations.