|  |  |  |
| --- | --- | --- |
| 604.328.8500 mobile | MATTHEW GOULD   2377 132A Street,  Surrey, BC V4A 9W5 | mgouldmail@gmail.com |

PROFILE

* A seasoned General Manager and Leader with a demonstrated ability to inspire internal teams while driving external channel distribution sales and profitability.
* A strong advocate for performance management and collaborative leadership both internally and externally to create and implement solutions to operational, business development, and sales and marketing challenges.
* Experienced operating in both start up organizations and brand name organizations in management roles. Demonstrated ability to start-up new functions and hire and develop people into high performing teams that deliver against objectives.
* Executive attributes: Excellent communication, effective change management leader, proven ability to create and maintain a performance driven culture through measurement and accountability.

PROFESSIONAL EXPERIENCE

# MOBILICITY May 2010 to Present

**General Manager, Western Canada**

*Accountable for building and leading the Western Offices (Vancouver, Calgary, Edmonton) to exceed our Sales and Financial goals while executing through 140 independent dealer locations, National Retail partners and 3 corporate stores. Responsible for creating the culture within the regions and establishing effective partnerships within the dealer community. Report to our Chief Marketing Officer.*

* **Created the strategy to establish our independent dealer network.**  From selection of real estate locations, dealer recruitment, to building the locations, we grew our network of dealers from 0 to 140 locations in just under 8 months over 3 provinces.
* **Provide strategic input to Independent Dealer Channel.** Responsible for delivering improved performance and profitability of each key business partner. Sales delivered through business consulting provided by the account executives.
* **Leadership through Coaching.** As a professionally certified co-active coach (CPCC), effective change management and alignment of our dealer network with company objectives is a core focus along with exceeding our sales goals through the sales and account executive team.

# TELUS February 2007 to May 2010

**Regional Manager, TELUS Distribution Channel**

*Accountable for leading 8 Business Development Managers in BC who support 225 Independent Dealer Locations. Accountable for driving sales of Wireless, Wireline, and New Products and Services through the TELUS Exclusive Independent distribution channel. Results obtained through sales management, leadership of management team, and increasing the sales channel capability and capacity through business planning and consultation.*

* **Leader of 8 Business Development Managers to deliver the revenue and subscriber targets for all lines of TELUS Consumer Solutions.** Developed a high performance culture through sales planning, territory management, coaching and mentoring.
* **Provide strategic input to Independent Dealer Channel.** Responsible for delivering improved performance and profitability of each key business partner. Sales delivered through business consulting provided by the Business Development Managers.
* **Supported the Alberta, Saskatchewan, and Manitoba Region in 2007 based in Vancouver and supported the BC Region staring in January 2008.**

# TELUS Mobility August 2003 to January 2007

### National Manager, Wireless Data Sales and Solutions

*Accountable for increasing wireless data adoption through a National team of managers and distribution channels. Results obtained through sales management, driving process improvement and business efficiencies, and increasing the sales channel capability and capacity.*

* **Created, hired, and managed a National team of 5 managers to deliver the revenue and subscriber targets for the Wireless Data line of business.** Developed a leadership team in a matrix organization to support increased performance requirements through sales planning, territory management, coaching and mentoring.
* **Developed a 3rd party distribution channel of IT Partners** generating incremental revenue of $3.6 million over 2 years and further increasing TELUS Mobility’s IT capabilities
* **Provided strategic input to Product Development and Marketing Solutions.** Responsible for effective and successful product and service launches from a national channel partner perspective. Sales delivered through approximately 400 Independent dealers with 950 locations.

**TELUS Mobility May 2002 to August 2003**

**Business Development Manager, Wireless Data Distribution**

Responsible for developing 18 new sales partners in the IT industry in Western Canada in addition to improving sales process and results of our channel partner program to ultimately reach our $30 million revenue target.

* **Developed a new channel classification and sales program** resulting in improving the channels’ capability to sell complex solutions, sales producing high revenue per user, and improved client satisfaction.
* **Consulted with internal departments to ensure IT channel partners were successfully supported and integrated into the organization**. Launched national training initiatives through web-based technology and consulted with Learning Services to provide sales content and channel perspective.

**TELUS Mobility January 2001 to May 2002**

#### Manager, Regional Development

Reporting to Director of Sales Channels, successfully integrated ClearNET and TELUS Mobility channel partner management teams and managed 3 sales performance managers, 6 clerical staff, and 1 business analyst.

### Analyzed the business processes and effectively reduced the clerical staff from 6 to 1. Plan to redeploy clerical staff into other departments was approved by Regional Vice President during sensitive and challenging union negotiation environment.

### Created new roles and responsibilities. Through the integration, analyzed the sales management and partner management functions and implemented the new management team structure responsible for sales through 135 external dealerships.

**TELUS Mobility September 1999 to January 2001**

### National Retail Manager

Reporting to the Director of Sales Channels, developed new partnerships and distribution agreements to increase TELUS Mobility’s market share in the prepaid line of business.

* **Negotiated 4 new retail partners with over 1350 points of presence for prepaid card distribution.** Partners included 7/Eleven, Macs, Shell, Canada Post
* **Established 4 new National Retail partners with over 380 points of presence for cellular phone distribution.** Partners included Future Shop, Staples, A&B Sound, and Visions.

### SONY of Canada Ltd. June 1997- September 1999

###### Account Manager, Western Canada

###### Reporting to the Vice President of Wireless, established the sales channels in Western Canada for the 1st CDMA digital cellular handset in Canada.

* **Managed relationships with BC TEL Mobility, TELUS, SaskTEL, MTS, and ClearNET** Responsible for sales of over $40 million annually through over 400 locations from BC through Manitoba
* **Extensive experience creating sales programs and incentives** to drive sales and adoption of the SONY brand through carrier channel partners and sales representatives

## PROFESSIONAL DEVELOPMENT and EDUCATION

## CTI Canadian (Vancouver) Ambassador (founding contributor) 2009-2010

## Managers Business School (Rotman School of Management) 2010

## CTI (The Coaches Training Institute) Professionally Certified (CPCC) 2009

Professional Coach training for business leaders

## TELUS Leadership NOW 2007

## (Professional education and development of Future Senior Managers)

## Accounting for the Manager, BCIT 2002

## Performance Leadership, TELUS Mobility 2001

## Negotiation, Lester L. Karrass 1998

## Bachelor of Arts (Economics + Geography), University of British Columbia 1993

## INTERESTS & ACTIVITIES

Cycling, golf, skiing, racquet sports, and Family.