

Susan D. Meyer

CIM, CM, C.MGR

Sales & Account Management Executive

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A strategic-minded and forward-thinking leader with a wealth of experience driving business growth and fostering long-term relationships across diverse industries. Expertise in sales management, utilizing Challenger Sales Strategies to effectively engage with high-level decision makers, bolstering customer alignment and buy-in. Exhibits a comprehensive understanding of client business and technological needs, adept at identifying opportunities for optimization and new solution implementation. Recognized for supporting business transformation through technology, leveraging consultative skills to disrupt customer mindsets, and advocating for strategic change. Equipped with a deep understanding of customer planning, setting priorities, and resource allocation for long-term strategic account development. Excels in managing complex accounts, developing strategies for pipeline management, and sales goal achievement.

Areas of Expertise

- Sales Management & Strategy
- Client Relationship Cultivation
- Customer Relationship Management (CRM)
- Customer Alignment & Engagement
- Strategic Negotiation Strategies
- Business & Technology Needs Analysis
- Team Leadership & Coordination
- Resource Allocation & Prioritization
- Pipeline Management & Forecasting
- Strategic Partnering & Network Expansion
- Customer Satisfaction & Feedback Analysis
- Thought Leadership & Trusted Advisor
- Business Development
- Account Management
- Effective Communication
- Consultative Selling Techniques
- Strategic Account Planning
- Driving High-Volume Sales

Key Accomplishments

- Achieved President's Club status seven times by consistently surpassing sales objectives.
- Generated revenue of \$500k and expanded client base with over 100 new acquisitions.
- Maintained a 98% accurate Salesforce database, earning recognition for exceptional utilization.
- Honored repeatedly as "District Manager of the Month" and recipient of the "Top Unit Award."
- Elevated Customer Satisfaction scores by 2.9 points through targeted service enhancements.
- Secured a \$26k rebate following the attainment of COR Certification.

Career Experience

Canadian Institute of Management, Toronto, AB

National Board of Directors

Jan 2023 – Present

Play a key role in enhancing board engagement, governance practices, and fiscal management for optimal operational efficiency. Foster a collaborative board culture, ensuring open communication and cohesive team dynamics. Engineer strategies to streamline board governance, focusing on effective recruitment and member orientation.

- Achieved significant increases in board participation and financial reporting accuracy through strategic improvements.
- Initiated increases in collaborative initiatives, strengthening the board's team dynamic through a trust-driven culture.
- Elevated board effectiveness, marking improvements in member recruitment and formal orientation program implementation.

Process Color Print, Calgary, AB

Account Manager

Feb 2022 – Nov 2023

Managed and expanded a \$1.5M portfolio, focusing on engagement with A+ clients for business growth. Implemented a blended hunting and farming strategy to foster new sales relationships and revenue growth. Developed and maintained key account relationships, prioritizing customer satisfaction and repeat business. Cultivated strong client relationships, employing proactive communication and creative problem-solving.

- Drove significant increases in business revenue through strategic client engagement and portfolio expansion.
- Facilitated revenue growth and new sales relationships through a comprehensive, dual-focused strategy.
- Achieved heightened client engagement and loyalty by maintaining ongoing communication channels.

PandaPay Merchant Services, Calgary, AB

Business Development Manager

May 2021 – Mar 2022

Attained top-performer status through strategic client acquisition and revenue-enhancing initiatives. Developed robust sales pipelines, focusing on continuous engagement and successful in-person meetings. Executed targeted cold-calling initiatives to generate high-quality leads for conversion rate improvement.

- Drove substantial revenue increase and client acquisition, achieving top-performing status within the first quarter.
- Contributed to client base growth and improved sales conversions through effective pipeline management.
- Enhanced conversion rates significantly through strategic cold calling and lead generation efforts.

Maintained high accuracy in sales forecasting using Salesforce. Conducted tailored needs analysis for small-medium businesses, proposing suitable solutions. Collaborated with cross-functional teams for innovative customer solution development. Kept abreast of industry developments, regulations, and best practices for optimal service delivery. Prepared engaging presentations, highlighting product and service value propositions.

- Achieved an 89% forecast accuracy in sales data management, reflecting precise market understanding.
- Enhanced customer engagement and solution effectiveness through tailored needs analysis and proposals.

CortiSLIM, EX3 Energy, and DefensTech, Calgary, AB & California
Director of International Sales & Marketing

Jan 2011 – Apr 2019

Led global sales and marketing initiatives, focusing on new market development and vertical penetration. Orchestrated impactful marketing campaigns to boost social media visits and brand engagement. Adapted products for international markets, ensuring global competitiveness and market relevance. Maintained comprehensive knowledge of import and export regulations, assuring smooth global operations. Engaged in contract negotiations with foreign vendors, optimizing cost-effectiveness and supply chain efficiency. Participated actively in international industry events to expand the company's global network and presence. Collaborated with cross-functional teams for the successful execution of global initiatives. Analyzed customer data to formulate targeted marketing strategies, contributing to sales enhancement.

- Achieved a 21% increase in sales and 36% rise in annual profit by penetrating new markets effectively.
- Enhanced brand visibility and consumer engagement with a 48% increase in social media visits due to marketing campaigns.
- Secured smooth global business operations by ensuring compliance with import and export regulations.
- Contributed to the company's market positioning by attaining SafetyAct Designation and C-TPAT Certification.

Gunnar Manufacturing
International Sales, Health & Safety, WHMIS, ISO Admin

Jun 2004 – Nov 2010

Consulted with enterprises to design personalized office environments, focusing on functionality and efficiency. Spearheaded the introduction of innovative products to key U.S. and Canadian government agencies. Conducted market research and delivered presentations to professionals, displaying strategic planning skills. Ensured regulatory compliance for streamlined government contract acquisition processes. Attained prestigious certifications, enhancing the company's market credibility and positioning.

- Generated over \$500k in revenue within 10 months, acquiring 100+ new clients through adept sales skills.
- Increased product awareness and market penetration through successful introductions to government agencies.
- Facilitated the company's streamlined government contract acquisition by ensuring compliance with necessary agencies.

Additional Experience

Self-Employed/Consultant | HAAG Canada
Self-Employed/Consultant | Worry Free Tax Consultants Inc. – Calgary, AB
Self-Employed/Consultant | GM Fleet – Calgary, AB
Self-Employed/Consultant | The Silent Salesman – Calgary, AB

Education & Credentials

CM (Certified Manager) | Institute of Certified Professional Managers – Harrisonburg, VA, 2020
C. Mgr. (Chartered Manager) | University of Calgary/Canadian Institute of Management - Calgary, AB, 2017
C.I.M. (Certified in Management) | University of Calgary/Canadian Institute of Management - Calgary, AB, 2014
BBA Business & Marketing | University of Calgary - Calgary, AB
Health & Safety Auditor | Manufactures Health & Safety

Publications

"A Pod of Protection: Access Control & Security Systems," Penton Media, Oklahoma, August 2007.
"Exploring Alberta: A Guide for Entrepreneurs Venturing Beyond Borders," Business in Calgary, AB, Summer 2007.
"The Missing Link to Human Survival," Archi-Tech Magazine, Washington, DC, April 2007.
"Gunnar's Success in Sight," Summit Insight Newsletter, Washington, DC, June 2006.
"War on Terror," Documentary Feature, Discovery Channel, March 2006.
"Calgary Designs," Design Magazine, June 2005