

Blake Bradburn

Sales Executive

M o m e n t u m B u i l d e r – G r o w t h A c c e l e r a t o r – D i s c i p l i n e d F o c u s

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EDUCATION

Bachelor of Commerce
Major - *Management and Organization*
Minor - *Marketing*
University of Alberta,
Edmonton, AB
2005

SKILLS

Superior Communication
Synthesizing Complexity
Taking Initiative/Self-Starter
Monetizing Opportunity
Consultative Selling
Strategy Development

AWARDS/RECOGNITION

Strategic Selling Certified
Miller Heiman Group
2019
Salesperson of the Year and
Rookie of the Year
Layfield Group
2013
Jason Lang Scholarship
University of Alberta
2004

PROFESSIONAL PROFILE

Trusted business leader taking my career to the next level in a leadership position by leveraging a tenacious drive and standalone combination of education and experience managing complex commercial and technical business development opportunities in the heavy industrial markets. My career has been built on relationships developed by understanding the needs of customers and adapting unique solutions that address the 'need behind the need.' A natural team player, leading teams by taking initiative that aligns with corporate and divisional objectives is second nature. One of the keys to my success is an expertise at remaining laser focused through disciplined analysis while being empathetic to the skills and needs of the team.

EXPERIENCE

ZCL Composites Inc. | Edmonton, AB | 2017 – Present

Sales Manager – Oil & Gas, North America

Responsible to create and execute a sales plan to scale the emerging Oil & Gas business unit into 4 new geographies across North America to support growth objectives in the oilsands, upstream, pipeline and terminals markets. Develop and oversee the implementation of tactics and programs to increase market share, create brand awareness and facilitate sales channel engagement. Pioneering the use of composites in both green and brownfield applications by illustrating total life cycle, maintenance predictability and operational efficiency advantages of composites in relation to incumbent metallic products.

- Sales channel development program resulted in a 20% increase in new business, while maintaining preferred status with Tier 1 accounts.
- Key member of the CRM and Business Intelligence Steering Committees mandated to digitalize business platforms to optimize efficiency. From concept development to adoption with Salesforce and Tableau.
- Accountable to negotiate master services agreements and lead regional cross functional teams to support market entry strategy.

ZCL Composites Inc. | Edmonton, AB | 2013 - 2017

Sales Manager – Corrosion Products

Accountable for managing a diverse sales team of five direct reports responsible for out maneuvering the competition in oilsands, mining, petro-chemical and pulp & paper markets across Canada and the US West Coast. Lead the team to implement sales tactics, methodologies and programs to sustain our market leadership position and grow market share in line with the annual strategic plan.

- Lead the team that produced revenues over \$25mm exceeding corporate expectations by managing complex opportunities involving an integrated product and service mix across a variety of rate structures (lump sum, cost plus, design build, rate sheet)
- Redesigned and rolled out a regional strategy resulting in 10-fold revenue growth in a 2-year period
- Launched a new business process standardizing the approach to managing major opportunities including profitability, contract terms, forecasting and execution assessments resulting in deals consistent with objectives.

EXPERTISE

Results with Limited Supervision
Cross Functional Leadership
Superior Business Acumen
Aligning Tactics with Markets
Executing Effective Campaigns

PERSONAL

On-Ice Official
Western Hockey League
2005-09

On-Ice Official
Hockey Canada
1996-2010

Selected to work several
regional and national
championships

INTERESTS

Sports
Avid Golfer
Traveling
Reading

EXPERIENCE

Layfield Group | Edmonton, AB | 2012 - 2013

Account Manager – Construction Materials

Responsible for educating a wide range of stakeholders, from FEED to Detailed Design stages, on the value and performance synergies of geosynthetics and industrial fabrics to oilsands, mining and heavy civil industries. Primary objectives were growth of top line revenue and gross margin of existing key accounts, while developing strategic business opportunities. Responsible for devising and implementing sales and customer account plans that drove differentiation, competitive advantage and winning bids of premium and complimentary products across multiple channels and segments which resulted in dramatic growth.

- Exceed first year revenue forecast by over 79% and gross profit by 106% in first year
- Negotiated the largest supply contract in company history (Tundra Mine Remediation Project – NWT)
- Recognized for largest mining sale (Yukon Zinc – Wolverine Mine) (2012) as well as Presidents Club (2012 and 2013)

Focus Industries | St Albert, AB | 2008 – 2011

Sales Manager

Promoted to manage and coach a diverse sales and business development team that included five direct reports. Responsible to drive profitable growth globally by formulating and implementing sales strategies to capitalize on competitive advantages and synergies. Analyzed market dynamics and drivers to support the development of internal KPI's to measure performance and provide line of sight on opportunities to improve forecasts and create value. Accountable to create training and development management plans for all sales staff as well as administer the incentive compensation plan.

- Achieved all first-year deliverables in addition to top line growth of over 40% and gross margin over 30% respectively
- Responsible for the creation of pricing strategies and sales programs for global network of sales channels (North America, Europe and Australia)

Focus Industries | St Albert, AB | 2008

Key Account Manager

Promoted to this new role with an emphasis on developing relationships with key accounts in oilsands, mining and the water & wastewater markets in Western Canada.

- 11% revenue increase in first year in line with objectives
- Successfully negotiated strategic supply and service contracts with Suncor, Diavik, EnCana and many EPC companies

Focus Industries | St Albert, AB | 2007

Outside Sales Representative

The Outside Sales Representative was a key member of the Sales Team charged with promoting all products to a wide geographic area across a diverse customer base.

- Increased sales by more than 18% YoY and exceeded quota
- Travel to Kiev, Ukraine to support a major international sales channel with sales and product training

Glacier Media | St Albert, AB | 2005 - 2007

Outside Sales Representative