



343 Argyle Street, Apt 109
Fredericton, NB, E3B 1V1

STACEY HUBERT JAMES DUNNETT

Stamel95@gmail.com
H (506) 447 7818, M (506) 478 8862

Dynamic and motivated client oriented, profit-driven Pulp & Paper technical professional with 21- years of consultative technical sales and product line expertise. Leadership that will bring added value experience to your team. Tenacious in building new business with a solid track record of achievement in large key account management, product development/launch support and contract negotiation. Exceptional communicator and team player; with a proven ability to interface with multi-level stakeholders; resulting in the creation of profitable, long-term business relationships.

QUALIFICATION SUMMARY

- Account/Territory Management
- Client Loyalty & Retention
- Team Leadership
- Presentation Skills
- Negotiation/Pricing Strategy
- Project Management
- Sales Opportunity Seeker
- Organization & Planning
- Product Management

PROFESSIONAL BUSINESS EXPERIENCE

Solenis Canada ULC, Fredericton New Brunswick

February 2017 – Present
May 2012 – October 2015

Applications Project Manager

Function within the Applications management team in leading the support of geographic growth initiatives for the Contaminant Control product line., Advanced the development and delivery of detailed technical training, technical information development. The primary support function in the dissemination and troubleshooting of product line and customer application challenges. Lead multiple projects focused on new product technology growth, validating new technologies as well as being the primary filter for new product ideas in development by R&D.

- Strategically lead the support of product growth and development initiatives as a primary contact for new product ideas in development by R&D utilizing Fast
- Actively involved with Regional Marketing and Platform Launch teams that successfully promoted new and existing product offerings to the commercial teams and to customers
- Developed and delivered detailed technical training for the sales force and customers
- Key contact for the dissemination and troubleshooting of process and product related issues – in the field and internally
- Successfully lead and managed multiple project teams focused on new and existing technology growth
- Success achieved through sales funnel progression resulting in YOY sales and profitability enhancement of 13% and 4% respectively



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LuminUltra Technologies Limited, Fredericton New Brunswick

October 2015 – February 2017

Senior Key Account Manager

- Managed global corporate key accounts that achieved 17% growth versus previous year
- Developed and maintained channel strategy plans to strategically improve product penetration across multiple segments within key account
- Solidified customer relationships from field personnel to ‘C’ level customers through site visits, technical training and industry conference presentations
- Supported new product initiatives in collaboration with R&D and marketing to market validation

Solenis Canada ULC, Picton Ontario

April 2011 – May 2012

Site Sales Manager, Bridgewater Nova Scotia

Developed and achieved sales targets and profitability goals at accounts in the assigned territory. Identified customer needs via consultative and technical sales methods to promote new and existing chemistries. Differentiated Ashland from competitors as a Value-added supplier to further enhance Ashland’s position in the marketplace.

- Key corporate accounts technical team member tasked with coordinating and carrying out audits and developing value-added chemical contract proposals/bids
- Accountable for the interviewing and hiring of high quality student interns and service technicians to support local accounts.
- Highly developed chemical application and technical skills in polymer screening (of paper machine retention aids, fixatives, DAF’s, effluent clarification and effluent sludge treatment), dry strength additives, pulp/paper antifoam and contaminant control applications.
- Proactively called on Pulp & Paper and Power generation accounts selling technical solutions for water treatment and production aid requirements
- Supervised service sales technicians and student interns, co-ordinating daily, weekly, monthly activities to improve product and equipment performance and monitoring as well as developing their career development path



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Strathcona Paper, Napanee Ontario

August 2010 – May 2011

Safety Project Team Leader

Lead the management team toward development and implementation of a mill wide safety initiative to achieve world class safety standards.

- Audited the existing safety policy and procedures against current Canadian Standards Association criteria
- Facilitate the on-going mediation amongst department management to create a cohesive safety policy
- Developed an effective action plan to launch the policy to union members and staff

**Ciba Canada, Picton, ON
(a Division of BASF Canada Inc).**

April 2003 – April 2010

Account Manager – Paper/Waste Water Chemicals

Managed an account territory from Toronto to Kingston and achieved profitable sales growth at existing and newly acquired accounts. Expertly evaluated business opportunities, developing specific customer value propositions and plans for implementation. Skillfully managed contract negotiations and pricing, customer product launch teams, and promoted Ciba/BASF's value added technical solutions including products, equipment and services.

- Constructed and negotiated multi-year renewable contracts with two key corporate customers representing \$2.4 Million USD in annual sales
- Increased territory sales by \$1.3MM USD
- Improved profitability by 20% via higher profitability products and successful contract and price negotiation
- Skillfully developed and implemented chemical programs in recycled and virgin, coated and un-coated, packaging and newsprint customers
- Provided quarterly and annual product forecasting and competitive survey of the territory
- Selected to attend company's Cross Segment Selling Forums, sales and technical training programs, and was the chosen representative for national and international trade shows and symposiums



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Hercules Inc, Kitimat BC, Sudbury ON

August 1999 – April 2003

Account Manager- Paper Chemicals (2000 - 2003)
Account Representative – Paper Chemicals (1999 - 2000)

Managed a territory supporting existing Hercules clients and generated new sales growth from within this territory. Responsible for internal and external key corporate account relationships, local contract and price negotiation, project team management and development of equipment safety procedures.

- Developed operator training presentations and conducted customer training on paper machine wet-end chemistry, pulp mill antifoam and green liquor clarification processes
- Spearheaded an initiative to improve profitability at a key account, resulting in a 42% increase in profitability in one year
- Partnered with product management to create and present sales and technical information to senior plant management to convert existing pulp mill antifoam technology, resulting in \$200,000 CDN annually in sales
- Through relationship and technical selling techniques, captured a competitor's pulp machine felt wash chemical program, increasing sales \$125,000 CDN annually
- Achieved \$225,000 CDN in sales growth in one year by replacing existing competitive business at a key account utilizing solution based and relationship selling activities – increasing sales to \$3.3MM annually

Dubois Paper Technologies, Kenora ON

Feb 1998 – Aug 1999

Paper Services Technician

Oversaw the day-to-day service and chemical management requirements via report generation, presentations and order processing, while supporting profitable account growth.

PROFESSIONAL DEVELOPMENT

- Bachelor of Integrated Studies (BIS), University of New Brunswick - Current
- Pulp and Paper Engineering Technology, Sault College of Applied Arts and Technology (Finisher 1997)
- Technology Certificate, Fanshawe College (1995)
- Spin Selling Process, Huthwaite International
- Richardson Consultative Selling Certificate
- Train the Trainer Presentation Skills Development Seminars
- Microsoft Word, Excel and PowerPoint proficiencies
- CRM Software (SAP, Insight, iAvenue, Lotus Notes, Sales Force Dot Com)



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- Defensive Safe Driving Course (2017)
- WHMIS training
- Class G drivers license

VOLUNTEER EXPERIENCE/INTERESTS

- Family time, Hockey, Baseball, Sporting Events, Fishing, Travel, Concerts
- Volunteer hockey coach
- Little League Baseball Umpire