

CURRICULUM VITAE

PIERRE L. LANDRY

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Career Objective :

Seeking a position within a progressive growth oriented organisation, where my experience in sales, marketing, public relations, training, my acquired motivational expertise and proven ability to achieve significant results, will optimally apply to contribute to the future growth and development of the organisation.

Special Talents:

Salesmanship...public speaking...digital video format expertise...ability to simplify and give any technical presentations...Strong analytical skills...creative problem-solving capabilities...excellent people skills...leadership (motivational) abilities...total involvement in my work...capable of adapting to the different and difficult situations.

Languages: English and French

Experience:

2003-2006 BSE (Broadcast Systems & Equipment)
Eastern Canadian Sales Manager

Responsibilities: Responsible of broadcast sales activities within Eastern Canada.

Achievements:

- Opened and managed a local office for a broadcast dealer representing products for specialized applications in television, radio and telco markets, Sales included; Close caption distribution system (SRC), Microwave helicopter links (TVA), Occasional microwave links (Montreal Police), Lip Sync detection system (Telesat), Studio Pedestals (Télé-Québec), Telephone broadcast interfaces (various radio & TV stations), On-air large screen displays (CTV), MPEG encoders (Worldsat), Routers (Telus), Fibre optic encoders (Bell), Broadcast server (NS Legislature TV), etc.
- Co-ordinated all Eastern Canadian sales advertising and promotional activities; Trade publication ads & listings, golf tournaments and corporate sponsorships.
- Reconstructed our Canadian Product line card (10 pages)
- Organised ADC Cable certification course in Montreal as well several supplier-product presentations (DaVinci, Sundance, Anystream, Pro-Bel, Canon, Maxell, InPhase, NetInsight, Softel, Trilogy, Triveni, Vimsoft, Visual Perfection).
- Co-ordinated all seminars & video suppliers at the annual All Access Show in Halifax. Introduced on-line registration and co-ordinated all email invitations. Results: Doubled attendance from 150 (2005) to 300 (2006). Planning for "All Access 2007" now in progress.
http://www.landryolutions.com/All_Access_images_2006.htm
- Guest speaker at several industry events; BSE Post-NAB Hot picks (2003-2004-2005-2006), Report from IBC 2006, Industry trends Report (2006)

2000-2003

Miranda Technologies Inc

Canadian Distribution Sales Manager, Television Products

Responsibilities: Responsible of Canadian broadcast dealers and co-ordinated direct sales activities with Canadian broadcasters.

Achievements: -1st year co-achieved sales of 200% from previous year
-Successfully terminated an exclusive Canadian dealership arrangement after a 10 year existence and opened new dealers and created a sub-dealer network. Result continued growth from original dealer and expanded market share.

-2nd year achieved sales of 150% from total of year 1

-3rd year accomplished budget performance of 135% of sales from year 2

Instructor and creator of “Solving the digital puzzle, the tutorial”, full day tutorial given in various Canadian cities, including SMPTE May session in Montreal as a fundraiser.

Initiated and presented “Pre-NAB Sneak Preview” 3 years running to broadcasters

Presented most seminars in territorial broadcast gatherings

-“Remote monitoring solutions” WABE, CCBE, and broadcast facilities

-“Centralized Broadcasting and multi-screen monitoring”

-“Firewire in broadcast and post facilities”, WABE, Sono, Media Principia

-“Multi-image solutions for broadcasters”

-“Interconnectivity”, private presentations to broadcasters

-“A sensible DTV/HDTV transition plan”, WABE

-“Aspect ratio issues –NTSC, Standard DTV and HDTV”, WABE

1998-2000

Sony of Canada Ltd

Account Manager, Eastern Region,

Communication Systems Network Group

Responsibilities: Responsible of eastern Canadian broadcast dealers and direct sales to television stations.

Achievements: -Obtained the market leadership (80%) in the Maritimes with a pro-active approach by increasing both technical and sales competence of the regional sales staff, using a progressive strategy with potential customers by way of presentations on new technologies.

-During first year mandate achieved a 26% sales increase in the maritime territory, as well as a 10% sales increase for the Quebec region.

-Second year mandate, accomplished budget performance of 135%.

-Received Sony’s Sales Regions Award for outstanding performance for fiscal’98.

1995-1997

Matsushita Electric Ltd (Panasonic Canada)

Account Manager, Eastern Region
Broadcast and Professional Group

Responsibilities: Responsible of eastern region professional dealers.

Achievements: -Created an aggressive sales campaign for the launch of a new digital video format (DVCPRO). This successfully established Panasonic as the new trend leader in the industry.
-Was awarded Top 35 Special Employee Award 1997

-Awarded Best Marketing Campaign 1996

1989-1995

Inter-City Video Inc. (*Top Panasonic professional video dealer in Canada*)

Sales representative/Product Manager

Responsibilities: -Sales representation for a wide range of professional and industrial products in Western Quebec.

Achievements: - Acquired a specialty in the Medical/Research market.

-Winner of a Panasonic achievement award for originality of a sales campaign "Behind the Scenes".

-Top Sales winner for Monitor/projector sales contest with Panasonic, which included a trip to visit several factories in Japan. Also achieved Dealer of the Year Award for Monitor/Projector and M-11 sales 1993

-Redesigned and implemented a more elaborated rental catalogue.

1983-1989

Sono Video Inc. (*Top Sony professional video dealer in Canada*)

Sales Coordinator/ Sales representative

Responsibilities: Researched for new products and negotiated the representation in Montreal.
-Sales and service representative for corporate and video production markets. Responsible for sales to resellers. Planning and directing of major equipment rentals; ex. Via Rail annual training, Video 84, Combec, APA, Convergence, L'image du Future,...

Education:

1980-1982

Concordia University, Montreal, Quebec
Commerce studies done in English
Major: Marketing Minor: Public Relations

1978-1980

Université de Moncton, Moncton , New Brunswick
Commerce studies done in French
Major: Marketing Minor: Personal Management

Other competences:

1982-2006

Launched (2003) a personal web site (www.landryolutions.com), dedicated to my customer base, providing industry related information.

Calendar: upcoming seminars & events

Technical Papers & Presentations: a collection of highly recommended papers on technical issues.

Comparison charts such as Plasma vs. LCD, 360 systems Image store product offerings, Broadcast Pix model choices and in progress, HDMI cable run alternatives.

Reconstructed in alphabetical order, BSE suppliers with links and most popular selling products.

SMPTE (Society of Motion Picture & Television Engineers)

2005-2007 Montreal Chapter President

-Organised monthly educational seminars for the local chapter

-Co-ordinated our Annual full day training sessions

-Co-organised the annual golf tournament

Constructed and presented over 70 different technological presentations on digital formats, television production, computer imaging, communications, video conferencing and product launches.

Instructor at Dawson College's Centre of Arts and Imagery Technology 1990-94. Event Videography, A/B roll editing and Basic Video.

Montreal chapter president 1987-89 ITVA (International Television Association), Communication and recruitment director 1986-1990

-Attributed Honorary Award 1996 for Achievements (first to ever been given to sales representative)

Awarded "Volunteer of the Year 1992-1993" for Vidéotron Community Television Station in Boucherville.

Wrote 4 articles on videoconferencing for the health industry, with one being republished in the Québec Hospital Association journal.

Implemented an equipment rental system based on the trucking industry model for both Sono Video and Inter-City Video. Same model used for managing demo gear.