

# Antoine Simard

Bilingual (French & English) sales professional with **6+ years** of experience in **channel management**, **customer relations**, and **market development**. Extensive background in **outdoor power equipment** and **landscaping services**, with hands-on expertise in **building distributor/dealer networks**, boosting revenue, and strengthening brand presence. Adept at **developing go-to-market strategies**, analyzing competitive landscapes, and forging relationships. Skilled in team leadership, new product introductions, and consultative selling across diverse markets. Eager to leverage a proven track record in channel sales, market expansion, and client engagement to drive growth.

## CONTACT

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## EDUCATION & CERTIFICATIONS

Business Administration Certificate | ESG  
UQAM  
Applied Cybersecurity Certificate | McGill  
Digital Arts & New Media | Champlain College  
Google Cybersecurity Certificate | Coursera

## TECHNICAL SKILLS

Operating Systems: Windows, Linux, Mac  
Office & Collaboration: Word, Excel,  
PowerPoint, Outlook, Teams, Project  
Programming & Analysis: SQL, Java  
Security Frameworks: NIST, ISO 27001

## SOFT SKILLS

Relationship-Building & Networking  
Strategic Thinking & Problem-Solving  
Adaptability & Resilience  
Strong Communication Skills  
Cross-Functional Collaboration

## CORE STRENGTHS

**Channel Sales & Distribution:** Developing distributor networks, negotiating supplier agreements, managing retail relationships

**New Market Penetration:** Driving product launches, identifying emerging opportunities, and executing targeted campaigns.

**Revenue Growth & Forecasting:** Creating sales strategies, setting performance targets, and tracking key metrics to deliver consistent results.

**Competitive Analysis:** Gathering market intelligence, benchmarking product lines, and formulating data-driven pricing strategies.

**Customer Relationship Management:** Building rapport with clients, streamlining communication, and maintaining high satisfaction levels.

**Team Leadership & Collaboration:** Coordinating cross-functional teams (marketing, logistics, operations) for end-to-end sales success.

**Communication & Adaptability:** Bilingual (French & English); comfortable in multicultural settings with frequent travel.

## **RELEVANT WORK EXPERIENCE**

### **Business Development Manager**

#### **Positec - Kress Outdoor Power Equipment | Robotics (2024 – Present)**

Expanded distributor network across multiple Canadian provinces, establishing relationships with top local dealers.

Partnered with product and marketing teams to introduce new robotic lawn mower lines, overseeing early-phase communication, promotional strategies, and in-store demonstrations.

Executed competitive analyses on rival robotic lawn mower brands, informing data-driven pricing models and performance benchmarks.

Established KPIs for field sales teams and routinely exceeded revenue targets by up to 220%.

### **Founder & Owner**

#### **Prodig-e Landscaping (2022 – Present)**

Expanded client base to over 35 recurring commercial and residential accounts from the ground up, demonstrating strong prospecting and relationship-building skills.

Negotiated supplier agreements for outdoor power equipment and lawn care products, securing competitive pricing and timely deliveries.

Led a team of six seasonal employees, maintaining a perfect customer satisfaction record by focusing on personal service and prompt issue resolution.

Gained hands-on experience managing channel layout for local dealers and navigating retail partnerships.

### **Operations Supervisor**

#### **Ski Saint-Bruno (2022 – 2024)**

Created a new department from scratch, recruiting and training a team of over 120 employees (including 5 supervisors).

Developed an Applicant Tracking System (ATS) and Employee Management Software (EMS), doubling departmental efficiency and reducing onboarding time by 50%.

Collaborated with cross-functional departments (finance, IT, marketing) to enhance front-end operations, ensuring consistent quality for guests and staff.

Demonstrated strong analytical skills by optimizing schedules, preventing resource shortages, and mitigating operational risks.