

↘ Contact Information

Tracey Loslo

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↘ 20 Years Marketing & Business Development Success

Results-focused with local, national, and international markets expertise. A proven history of continually growing market share and profitability across diverse industries' verticals in both B2B and B2C segments, including complex-tech.

Featured Experience

- Owner Operator [B2C consumer services]
- Strategic Marketing & Business Development [B2B & B2C; web services & industrial hi-tech]
- Business Development & Account Executive [B2B; commercial facilities & systems furnishings]

↘ Owner Operator

i DIG gardening ▪ New Westminster, BC ▪ 2010

Gardening & landscaping services provider for the Metro Vancouver region.

1. Primary responsibilities & skills applied.

marketing strategy ▪ assets development ▪ business development ▪ project planning
SEO/SEM ▪ website development ▪ AR/AP functions ▪ project management ▪ fulfillment

2. Major contributions.

- Account acquisition visa-vi marketing & sales.
result: iDig enjoys 100% booked capacity
- Quality & service satisfaction.
result: 100% including references from 99% of clients

↘ Strategic Marketing & Business Development

EZ-ECO ▪ New Westminster, BC ▪ 2007-2009

Internet-based marketing services for eco-minded consumers and businesses.

1. Primary responsibilities & skills applied.

service model architecture ▪ market research ▪ trend analysis ▪ sales & marketing strategy
tactical marketing & communications plans ▪ rate structure ▪ revenue forecasting
vendor briefs & RFP's ▪ vendor negotiation ▪ business & alliance development

2. Major contributions.

- Develop a uniquely engaging marketing strategy.
result: tactics and services subsequently recognized as delivering high ROI by companies such as Forresters, EMetrics and Google in 2009 reports.
 - Create strong viral effect visa-vi pre-beta interviews.
result: on a weekly basis prospective clients and associations began inquiring about launch date without additional marketing efforts.
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➤ **Strategic Marketing Officer [Global Operations]**

LMI Technologies Inc. ▪ Delta, BC ▪ 2005-2007
Global 2D and 3D industrial automation technologies.

1. Primary responsibilities & skills applied.
establish internal marketing function ▪ forecast and manage global marketing budgets ▪ strategic design through execution of marketing plans and programs ▪ e-level participation to determine line extensions, road maps and standards ▪ manage and/or develop creative briefs, identity materials, standards, guides, promotional materials, website, online and offline tactics, collateral, special events & tradeshow ▪ key infrastructure projects, including the development of a thin-client application for enterprise wide collateral creation ▪ manage contributing members of marketing function
2. Major contributions.
 - Conceptualize, develop, direct and execute multi-national strategic launch of internal-developed platform technology.
result: led the company's entrance into component supply and achieved partner status with key target accounts, generating \$4 million in OEM contracts within 4 weeks of launch.
 - Strategically reposition corporate brand including the development of consistent branding and sales/marketing materials for 3 business units (with associated brands) operating in 7 distinct vertical markets.
result: 60% brand recall and top 10 advertisements within 1 year of launch.
 - Coordinate all aspects of multi-national product launch of complex new technology.
result: secured 2 beta OEM sites and 1 beta consumer site within 1 year while slashing the proposed marketing budget by 50%.
 - Centralize marketing function including ownership of media relations and ad buy.
result: slashed advertising cost by as much as 40% and secured placement of at least 1 company-generated article per month in online/print major trade journals.
 - Lead the development of multiple product/brand and corporate websites.
result: doubled brand exposure of previous executions according to statistical analysis.

➤ **Owner Operator**

Treasured Totts ▪ Delta, BC ▪ 1996-2003
Provider of "experiential learning" based childcare.

1. Primary responsibilities & skills applied.
develop business model & associated operations, marketing and reporting materials ▪ manage daily operations including schedules, AR/AP, licensing, etc. ▪ fulfillment ▪ brand/product evangelist ▪
2. Major Contributions.
 - Account acquisition visa-vi marketing & sales.
result: 100% occupancy while positioned as the highest priced regional provider.
 - Facilities design and operational plans & documentation.
result: secured provincial licensing despite lacking required academic certification[s].

➤ **Business Development / Account Executive [B2B]**

Syncor Business Environments ▪ Vancouver, BC ▪ 1993-1996
Supplier of commercial interior design and construction services and contract furniture.

1. Primary responsibilities & skills applied.
all aspects of the client relationship including acquisition, contract negotiation and loyalty for long-term success and increased wallet share ▪ CRM ▪ weekly sales reports ▪ adjunct space planning ▪ project management

2. Major contributions.
 - Business development.
result: consistently achieved and exceeded 100% of annual \$1.5 million quota.
 - Sales.
result: Recipient of Herman Miller, Meridian products award for securing top 10 largest Canadian single account.

➤ **Business Development / Account Executive [B2B]**

4 West Agencies Ltd ▪ Vancouver, BC ▪ 1989-1993

Manufacturers' representative in the B2B commercial and systems furniture category.

1. Primary responsibilities & skills applied.
all aspects of channel development within distributor, major end-user, and A&D markets ▪
market training ▪ technical specification ▪ customer acquisition ▪ contract negotiation ▪
loyalty for long term success and increased wallet share ▪ project management ▪ IFMA,
DRA and IDI associations board participation ▪ public relations ▪ tradeshow participation
2. Major contributions.
 - Consistently achieved and exceeded personal and organizational goals.

➤ **Education / Professional Development**

KWANTLEN UNIVERSITY COLLEGE ▪ 2008

Entrepreneurial Studies (SE Program)

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY [BCIT] ▪ 2004-2005

Marketing Management (honors)

Professional Sales Accreditation (pending)

WORKSHOPS

Miller, Heiman

⇒ Strategic Selling

Neil Rackham

⇒ Spin Selling

Toastmasters International

⇒ Toastmasters

Federal Business

Development Bank

⇒ Time Management

Paradigm

⇒ Principles of Sales
Mastery

Dale Carnegie

⇒ How to Win Friends
and Influence People

➤ **References**

I am honored to be recognized as a 'can do' high achiever with an exceptional work ethic and positive demeanor. I welcome you to view a sample of the many generous references I have received at...

- Online profile, testimonials page @ www.tloslo.com/testimonials.html
- LinkedIn recommendations @ <http://ca.linkedin.com/in/traceyloslo>