



Neil Cooper

An accomplished **Sales and Marketing Executive, General Manager and Change Agent**, with extensive North American and international experience including Latin America, Europe, the Middle East, India, Asia Pacific and China, across a wide range of industries. A proven track record in:

- Translating vision into strategy and execution
- Initiating and implementing transformational change and continuous improvement programs
- Building and driving high performance local and remote teams
- Delivering growth and profitability while building strong and lasting relationships with customers and partners
- Leading with integrity, respect and inspiration to deliver long term sustainable results

SELECTED ACHIEVEMENTS

- Drove the evolution of a manufacturing company to a Performance Solutions provider resulting in 25% growth
- Defined and deployed a solution sales process globally, including tools and best practices, delivering a 30% improvement in the project win rate
- Created and deployed a comprehensive sales training and certification program to over 800 sales employees and partners globally, including the introduction of the Miller Heiman Strategic Account Management methodology to move from technical to executive selling
- Improved and leveraged all aspects of the digital presence to drive more effective and impactful launches, programs and campaigns in support of aggressive growth targets. Doubled the web traffic and quadrupled the Social Media followers.
- Defined and executed a brand awareness and perception program that moved a software brand to the #1 position in their market
- Defined and implemented a Customer Experience program that addressed every element of the customer engagement life cycle, resulting in a 20% improvement in the Net Promoter Score.

PRIOR EXPERIENCE

- Armstrong Fluid Technology – Global Director, Sales Enablement
- Schneider Electric
 - VP, Global Marketing and Communications, Software
 - VP and GM, Operations Management Solutions
- ABB Enterprise Software – Managing Director, Canada
- Enhance Systems – VP, Sales
- Antares – VP, Sales and Delivery
- Netron – VP, Sales and Delivery

QUALIFICATIONS

- York University, Honours BSC in Computer Science
- LOMA, Fellow of the Life Management Institute
- Western University, General Management Development Program
- LHH Knightsbridge Executive Programs in Change Management

