



Jennifer Langlois

Franchise and Corporate Multi-Unit Operator/COO

A proven, high-performing team builder with a demonstrated ability to drive financial success in entrepreneurial-focused sales and service businesses. Jennifer is widely acknowledged for the ability to conceive, develop, and execute on new initiatives, resulting in double-digit sales. Her ability to quickly and effectively gather and synthesize large and disparate amounts of data and information allows her to identify opportunities and deficiencies and then develop and execute actionable strategies. Jennifer utilizes her strengths in people leadership, sales management, operations, and analytics to build successful operational units and sales teams for a winning solution.

SELECTED ACHIEVEMENTS

- Developed and executed an innovative marketing strategy focused on social media, digital platforms, and Customer Relationship Marketing to increase new customer traffic by 226% and transaction dollar volume by 400%. Built a franchise framework and blueprint for expansion across North America.
- Developed and implemented an award-winning needs-based/relationship sales training program to capitalize on opportunities and improve individual and group sales results for both new hires and existing employees by an average of 32%.
- Built the Operations and Sales unit of a start-up financial services business from 4 sites to 180 sites. Involved organizational design, talent selection, process/procedural development, and training to ensure that the right people were in the right places doing the right things.
- Designed, executed, and led two Sales Effectiveness teams in the financial services vertical, to analyze customer and financial data in order to inform strategic direction and to identify business opportunities. Identified, developed, and focused on Key Performance Indicators (KPI's) which optimized revenue and significantly increased per unit EBITDA.
- Directed and led an Operations team in a franchise environment that was in a turn-around situation. Developed and implemented a plan that involved repatriating many sites back to Corporate to stabilize operations, ensure consistency with brand standards and return to profitability.
- Built and led the Operations team for a 300-unit (650 employees) franchise and corporate business. Responsible for all locations in the area of business performance, sales, training, P&L management and local store marketing. Resulted in 29% overall sales growth and 12% same-store-sales annual growth.

PRIOR EXPERIENCE

- The Osborne Group
 - Sales Training Design and Implementation for Service providers
 - Operational Audits for Non-profit camp programs
 - Interim Director of Franchisor Operations
- Dove Spa Canada – Managing Director
- Herbal Magic/LA Weightloss – SVP Operations and Sales
- CIBC, Mortgages and Lending – Director, Sales Effectiveness
- CIBC, President's Choice Financial – Senior Regional Sales Manager; Director Sales Effectiveness

QUALIFICATIONS

- Wilfrid Laurier University – HBBA (Finance Major)
- Canadian Securities Course
- Investment Funds in Canada

