



**TAMMY FARRELL**  
SENIOR ADVISOR

## PROFILE

### VALUE PROPOSITION

Tammy is an accomplished business leader who has demonstrated success in sales and operations management. She brings a solid focus on strategy, implementations, service delivery and client relationship management. She is able to quickly identify key business opportunities and mobilize resources to achieve corporate objectives. Tammy provides thought leadership by actively listening and understanding employee and client needs while positively influencing outcomes and earning trust. Collaboratively, she makes connections between professionals to create partnerships and alliances motivating forward thinking and momentum. A strong leader through diverse and challenging situations, she is an excellent agent of change. Tammy's accomplishments include the turnaround of chaotic and struggling operations, meeting and exceeding both profit and productivity targets and enhancing the customer experience.

### SELECTED ACHIEVEMENTS

- Provided key strategic leadership to assess, plan and implement a turnaround of a \$30 million business unit, comprised of operational, sales, leadership and customer services components.
- Integrated a newly acquired business into an existing branch creating the first co-location, effectively reducing overall expenses by over 50%, thus improving bottom line results.
- Deployed a district-wide standard receiving process to increase productivity levels and reduce redundancy.
- Led a salesforce expansion project to profitably develop a new customer segment.
- Negotiated and re-signed large customer contracts, eliminating the need to go to RFP.
- Redefined the sales/service call process to generate a 50% increase in new customer opportunities in year one.
- Developed and executed actions to realign sales teams, territories and coverage, effectively reducing windshield time and the service cost per customer.
- Provided coaching and mentoring to team members for personal growth and succession planning.
- Partnered with SAP consultants to lead the district through an extensive conversion of legacy systems to SAP.

### PRIOR EXPERIENCE

- Acklands Grainger Inc. - Regional Director, Sales and Operations
- Yellow Pages Group - Manager, Business Services
- Lyreco - National Accounts Manager, New Business Development
- Xerox Business Services - National Accounts Business Manager
- Moore Business Forms and Systems - Field Sales Administration Manager

### QUALIFICATIONS

- Marketing Management (Advanced Technology Marketing), British Columbia Institute of Technology
- Leadership Part 1 & 2, Chicago, Illinois
- Regional Leadership Development, Chicago, Illinois
- Professional Selling Skills, Calgary, Alberta
- Xerox Consultative Selling, Calgary, Alberta/Toronto, Ontario
- Spin Selling, Calgary, Alberta
- Train the Trainer, Toronto, Ontario