

## Value Proposition

Tyler is a visionary business development and sales leader with over 27 years of transformative experience in both public and private sectors, dedicated to empowering small to mid-sized businesses to achieve extraordinary growth. He brings fresh perspectives, specialized skills, and proven methodologies to revolutionize sales strategy, pipeline management, and team development. Integrity, authenticity, and accountability are the foundation of his leadership, fostering trust and driving peak performance. His expertise in business development and client relations has consistently driven greater efficiency, leading teams to always grow sales and increase client retention. As a mental fitness coach and thinking partner, he leverages his extensive experience to ignite potential within people and businesses.

## Selected Achievements

- Exceeded budget expectations for eight years with a public distributor and its diverse range of products and solutions across various markets from Ontario to British Columbia, increasing profits and market share, developing strategic partnerships, and optimizing logistics.
- Inherited a significant contract loss for a public medical device distributor and increased profit margins by six percent within 15 months.
- Leveraging and leading with education, on behalf of a major healthcare manufacturer, achieved over 90% market share while helping to reduce hospital-acquired infections and improving patient care throughput.
- Led a team of twelve representatives located in across Canada with a public manufacture's product line while contributing to a national sales strategy, launching a new product portfolio, and supporting key account relations.
- Key contributor in developing a new business that assisted with growing and scaling the organization from \$18 million of re-occurring revenue to over \$35 million.
- Implemented a robust client relations program for a small to midsize oil and gas service tech company that complimented the business leaders along side the ownership group.
- Worked with the ownership of a start-up to build and scale a private employee-based professional services firm to over 45 employees.
- Launched a mental fitness coaching and thinking partner service which boosts wellness, performance, and relationships while igniting potential in people, teams and organizations.

## Experience

- Tyler Nicholetts Coaching: Mental Fitness Coach and Thinking Partner, Fractional Business Development and Sales Leader (Jan 2024 – Present)
- Amplify Advisors: Director, Business Development and Sales, Fractional Client Experience Manager (November 2019 – December 2023)
- The Stevens Company: Midwest Regional Sales Manager (May 2017 – July 2019)
- Intricate Group: Client Relations, Business Development, Marketing and Branding, Senior Leader (October 2012 – April 2017)
- 3M Canada Company (Healthcare): Product Specialist, Regional Sales Manager (August 2007 – October 2012)
- Source Medical/Cardinal Health: Business Development, Sales (March 2005 – April 2006)
- Unisource/Imperial Dade: Customer Service, Business Development, Sales, Manager (January 1997 – March 2005) (April 2006 – Aug 2007)

## Qualifications

- Marketing and Business Diploma - Confederation College, Thunder Bay, Ontario (1993 – 1997)
- Certified Life Coach, European Mentoring and Coaching Council Accreditation, International Coaching Federation

