

JOSEPH-FERNAND (J.F.) OUELLETTE

2745, rue de Dosquet , Laval (Québec) , Canada H7E 5C1
<http://ca.linkedin.com/pub/j-f-ouellette/34/732/57b>



Product management Consultant-Training-PAO

Develop the Product Management and Marketing success rate of medium to very large organizations

BUSINESS VERSATILITY:

- Able to tap into 25 years of B2B Marketing and sales management experience
- Focused on continuous improvement of business practices to reduce waste and increase effectiveness
- Successful at developing and marketing new products into various markets and channels
- Capable of operating in unstructure, ambiguous and competitive environments
- Abilities in developing and executing Global and Regional business strategies
- Ease of adaptation to foreign cultures and environments
- Leading project teams and driving various business functions namely; sales-production-finance-procurement-R&D
- Able to prioritise tasks and manage conflicting interests in a matrix organization
- Successful at matching corporate capabilities with market requirements
- Experienced at identifying business issues, acting on them and taking tough decisions when needed.

CONCEPTUAL SKILLS:

- Holistic view of business activities
- Capacity for independent thought and action
- Excellent strategic and analytical skills tempered by a pragmatic mindset
- Balanced between strategic and tactical approach

HUMAN AND LEADERSHIP SKILLS:

- Level headed collaborative management style
- Strong business ethics and integrity
- Experience in operating within small to very large organisations
- Skilled at managing multifaceted projects
- Respectful of people and their opinions
- Attaining results through building high performance teams
- Experienced at managing and working in culturally diverse environments

PROFESSIONAL EXPERIENCE

2012- President & Founder

QUAD Product Optimization Inc.
www.quadmarketing.co

2008-2012 Senior Product Manager- Americas*

Honeywell - www.Honeywell.com

- Annual Strategic plan development and deployment, market analysis and segmentation, user needs analysis, product roadmap. Competitive watch. Product champion
- Responsible for gross margins and maximizing positive impact on operating income; price realization
- New Product development, forecasting, SIOP, production, inventory, logistics , prototyping, testing, certification
- SixSigma Green-belt certified, KAISEN, 5S techniques
- Major supplier agreement negotiator
- Interim site leadership role

Achievements :

- Optimized, restructured and eliminated product lines to reduce working capital and improve cash flow.
- Standardized raw materials
- Instigated a project (smart products) which is now a corporate driver. Technology interface with std products.
- Implemented new marketing practices and culture

2004-2008 Product Manager – Canada

North - . <http://www.northsafety.com/>

- Managing product life-cycle activities related to four product lines.
- Sales tools & literature, press releases, articles, photo shoots
- MRD development
- Channel Strategies and Programs
- Member of industry technical committees (CSA-ANSI-ISO)

Achievements :

- Introduced new products with global scope
- Increased sales by 25%, gross profit by 45%
- Major outsourcing initiative of products
- Redirected sales focus to higher margin products

PROFESSIONAL EXPERIENCE

2001-2004. Business Development Manager
DuPont Canada Inc, Mississauga, AFS / DPP
Business. www.dupont.ca

- Responsible for marketing and sales management activities at national and regional levels
- Managed sales activities for National accounts and value chain for Tyvek®, Tychem®, Kevlar®, Nomex® brands

Achievements :

- Consolidated DuPont-Kappler activities
- Initiated the creation of marketing programs
- Increased sales by 15%
- Organised, planned and spoke at seminars
- Customer relationship manager

1994-2001 Tech. Bus. Develop. Manager – Eastern Canada

Kappler Canada www.kappler.com

- Responsible for sales management activities (planning, forecasting, budgeting, etc)
- Insure representation at the distributor level and provide support for the marketing of the company's products
- Represent the company at the end-user level, during shows and other activities

Achievements :

- Coached over 25 sales representatives
- Strongly positioned the products of this American company (10 % -25% . annual growth rate and increased profit margins by 50 %)
- Consolidated the distribution network
- Developed tactics and tools adapted to the needs of the market
- Established a diagnosis of the French sales structure and implemented an action plan to improve efficiency and profitability in France

1989-1994 Territory Manager - Québec

Ansell-Edmont, Bromont ,
www.ansell.com

- Efficiently manage sales operations as well as the distributor (20) network
- Promote the products at the distributor and end-user levels and insure appropriate availability

Achievements :

- Performance was rewarded by becoming a member of « The President's Club »

SKILLS DEVELOPMENT AND TRAINING

2012	CPM (Certified Product Manager)
2010	SixSigma Green-belt certified, Honeywell
2010	SIOP Sales inventory & operation planning, Honeywell
2009	Strategic Marketing Program, Honeywell
2009	QFD-1 Quality functional deployment, Honeywell
2009	VOC Voice of Customer program, Honeywell
2005/2006	Advanced Management Course, McGill University International Executive Institute
2004/2005	Executive development course, McGill University International Executive Institute
2004	Strategic account management, CPSA, Toronto
2004	La direction des ventes, HEC Montréal
2004	Passer de patron à coach, HEC Montréal
2003	SixSigma (Green Belt) Quality management process, DuPont Canada
2003	Business ethics training DuPont Canada
2002	Managing for success through business cycles. DuPont University
2002	Understanding working capital, DuPont University
1999-2001	Spanish language courses, Cégep Montmorency
1991	Le négociant international (The world trader), Ministère de l'industrie et du commerce
1987	Bachelor of commerce (Marketing-Entrepreneurship) Concordia University. 96 credits completed out of 90 required

OTHERS

- NEXUS approved and compliant
- References available upon request