



Consultant's profile

Richard Cormier (M.Sc., B.S.A.)

Senior marketing consultant

Functional competency

- Marketing
- Sales/Exporting
- Commercial research
- Communications
- Training and group moderating
- Management

Areas of expertise

- Industrial
- Distribution
- Services
- Buying groups
- Retail and big box chains
- Non-profit organizations

Contact

65 25 235(36)

(a division of Sermacom inc.)

50, rue Saint-Charles Ouest, Longueuil
Québec, Suite 100

T : 450-641-3496

C : 514-618-5823

richard@stratcor.ca

www.stratcor.ca

WHAT HIS CUSTOMERS SAY ABOUT RICHARD:

« Richard goes beyond the talk, he listens, evaluates and acts »

« His experience saved us time and money; with him we got down to what was really important »

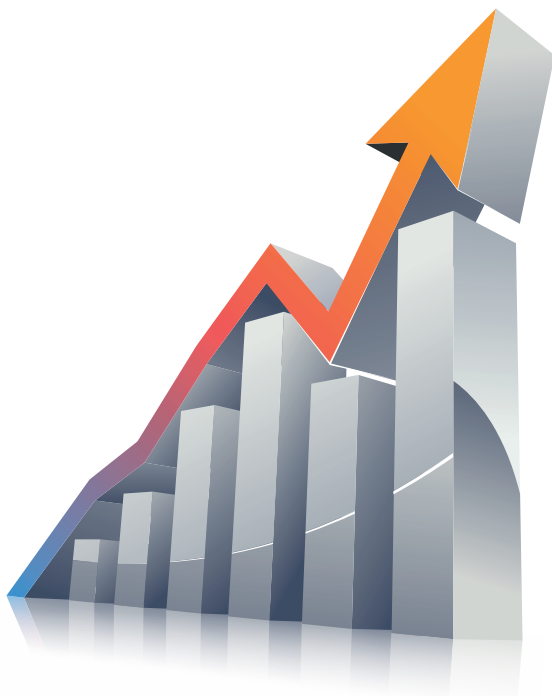
« Richard is very practical, results driven and proposes innovative solutions that are actually feasible »

« There are a lot of consultants out there, but very few that are true professionals; marketing is Richard's passion »

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STRATÉGIE - MARKETING - STRATEGY

Career Millstones

- Master's degree in marketing
- More than 10 years of work experience prior to consulting
- Senior marketing consultant since 1994
- Member of the American Marketing Association
- More than 1500 marketing/communications mandates
- Over 250 strategic and commercial development projects
- Has coached more than 20 companies to success
- Created 3 industry-specific working groups
- Has worked with many high profile companies and organisations
- Founder of Expertex (commercial development services program)
- Founder of the Team Textile Canada trade mission branding concept
- Organized and delivered major exports missions throughout the world
- Creator of the Textile Canada Business Centre in Shanghai, China
- Has helped several sagging companies back to growing mode
- Author of more than 50 sector profiles and many published articles
- Experienced trainer, moderator and speaker



Strengths

- Experience
- Results orientated
- Professionalism
- Good strategist
- Listens to customers
- Large network of contacts
- Works methodically
- Quick technical mastery
- Technology buff
- Completely bilingual
- Generates practical solutions that are easily implemented
- Experienced international marketer
- Master's most information technology systems
- Accredited by Emploi-Québec

List of services

- Export plans and missions
- Sales and marketing coaching
- Customer and partner scoping
- CRM implementations
- Sales force management
- Strategic planning
- Marketing and business plans
- Communications/media plans
- Group training
- Branding strategy
- Product/market diversification
- Market research
- Marketing audits
- Competitive analysis
- Sector profiles
- Others ...