



# 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

### STRATCOR - TOPREPS

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## 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 »

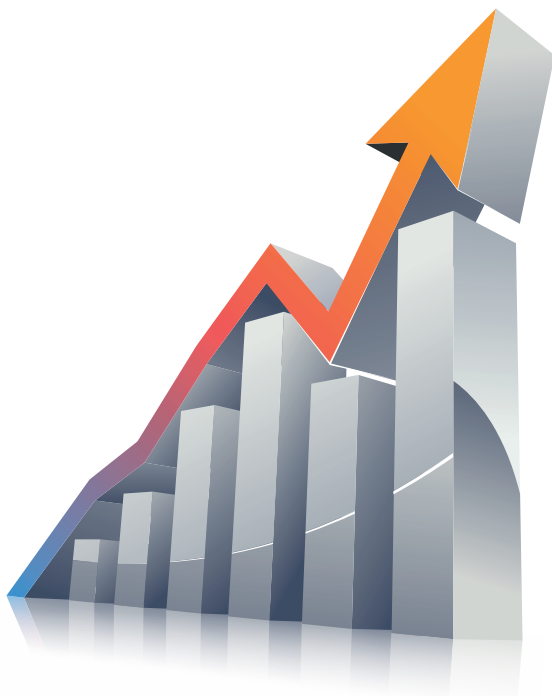
« There are a lot of consultants out there, but very few that are true professionals; marketing is Richard's passion »

**STRATCOR**  
STRATÉGIE - MARKETING - STRATÉGE

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i.ca  
Recrutement - Evaluation - Training

## 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 ...