

PAUL LALONDE

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PROFILE

Results-driven bilingual senior executive with track record of success in general management and sales roles. Strategic leader with global experience who has developed high performing large sales teams in Canada, Jamaica, Hong Kong and England and created profitable, sustainable growth. Demonstrated business acumen with a solid understanding of financial levers, process improvements and execution excellence.

EXPERIENCE

Yellow Pages Group, Central Region TSX: YLO.UN

2009 to 2010

Vice-President Sales and General Manager

Main responsibilities: \$430M in revenue

- ✓ 450 people, 5 sales directors, managers and media account consultants
- ✓ 3 provinces: Ontario, Manitoba and Saskatchewan
- ✓ Acquisition channel (new businesses) on a national basis in all 10 provinces
- ✓ Member of executive committee and officer of YPG

Main accomplishments:

- ✓ Improved sales results in Ontario by 1.5% over 2009
- ✓ Led the only sales region to show an improvement in results in 2010 (out of 3 sales regions)
- ✓ Led and developed call center strategies, a new YPG project
- ✓ Improved acquisitions channel results by more than 15% (new customers)
- ✓ Introduced save channel and "new-in" sales channel
- ✓ Reorganized Ontario Sales Region to be more efficient (4 to 3 Sales Directors)

European Directories

2009

Chief Commercial Officer

Main responsibilities: €700 M in revenue and 2,000 sales staff

- ✓ Based in London, England, responsible for sales in 8 directory companies in Europe: Sweden, Finland, Denmark, Netherlands, Poland, Czech Republic, Slovakia and Austria
- ✓ Active participant in monthly board meetings
- ✓ Active participant in each country's monthly operations review with CEO's, CFO's, and management staff

Main accomplishments:

- ✓ Led the sales team in integration of 2 directory companies in the Netherlands
- ✓ Introduced customer segmentation in the Netherlands, working closely with Boston Consulting Group (BCG)
- ✓ Led all sales teams to inject more time and resources in acquiring new customers
- ✓ Introduced E-training for sales with a clear focus on R.O.I.