

City of London - Application for Appointment to City of London Community Advisory Committees

Application

Committee you are interested in serving on: **Community Advisory Committee on Planning**

If applying for the Accessibility Community Advisory Committee, please select: **No, I am not an applicant with a disability.**

If applying for the Ecological Community Advisory Committee, a professional designation, education or experience in related fields is a requirement based on the technical nature of the committee work. Please indicate your area(s) of expertise:

If you selected 'Other', please specify:

Contact Information

Name: **Nirojan Suriyakumar**

City: **London**

Province: **ON**

Postal Code: **N6M 0E5**

Experience and Qualifications

If you have experience on a London Advisory Committee, please provide dates and details. (max. 250 characters): **I have experience with different committee throughout my career, but not with London. I look forward to the opportunity.**

What do you hope to contribute or learn as part of a Community Advisory Committee? (max. 250 characters): **Bring an assortment of ideas and thoughts from my diverse background. I have also lived in London for the last 10 years and have seen the city grow and understand the needs of the community.**

How will you support the work of a Community Advisory Committee? (max. 250 characters): **With my ideas, thoughts and time**

Please describe additional experience, training, or community involvement that will help you in your role as a Community Advisory Committee Member. (max. 250 characters): **I have volunteered throughout my life in organizations such as United Way and Re-forest London. I also bring with me years of construction background and understanding the building process.**

Attach resume or other document here, if needed: **Nirojan Resume.pdf**

Confirmations

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I understand that the commitment may be up to 4 hours per month to attend meetings and prepare.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Professional or community organization**

If you selected 'Other', please specify:

Submitted on: **3/14/2022 10:26:32 AM**

Nirojan Suriyakumar

London, Ontario, N6M 0E5

Highlight of Qualifications

- 12 years of professional sales and sales leadership experience with demonstrated track record growing profitable sales
- Never missed a sales target
- Experienced and educated in the key disciplines of communication and marketing (B.Comm., 2009)
- 12 years of experience in customer service, marketing, communications, and administration
- Able to work and lead in a team environment and prioritize workload to meet multiple deadlines
- Excellent communication, presentation, and delegation skills. Strong work ethic, with a positive and energetic approach to tasks
- Strong computer proficiency in Microsoft Office Programs including Word, Excel, PowerPoint and Outlook

Work Experience

Field Sales Manager- Ontario

Current

Henkel

Responsible for Territory sales growth by implementing plans and strategies to create user demand

- Work cross-functionally to manage the LePage brand in the Pro Channel and deliver growth in sales and profit, while increasing market share
- Develop and maintain relationships with distributors, alliance partners and end-users
- Conduct jobsite inspections and testing along with providing education on LePage products
- Lead training events with key stakeholders where business opportunities were identified
- Manage special projects and provide market intelligence while developing account specific programming such as merchandizing and shelf management
- Contributed to Henkel's success by sharing my ideas, success, and acted as leader and entrepreneur of my business

Territory Manager

2012-2018

Milwaukee Electric Tools

Provided leadership and direction in Southwestern Ontario for the Industrial Channel

- Met and exceeded assigned territory goal in each year
- Developed relationships through all layers of my customer's organizations
- Planned and executed new product launches within the territory
- Managed Co-op, local marketing fund, and rebates to leverage them creatively to drive sales
- Engaged channel and product marketing to ensure program support
- Supported and implemented marketing initiatives (ie. Events & Corporate Dinners)
- Gained a deep understanding of competitors and leveraged weaknesses to gain market share

National Account Representative

2010-2012

Milwaukee Electric Tools

Created and Managed the Growth of sales in Milwaukee products with Acklands-Grainger (AGI) in Alberta

- Negotiated the sell-in of product at the branch level through product knowledge sessions, merchandising initiatives, branch events, and personal selling
- Leverage relationship with key AGI members to gain access to customer base and successfully led the conversion of business
- Territory developed from \$1,244,506 in 2010 to a projection of over \$2,000,000 for 2012 year-end
- Awarded 2011 Vendor of the Year by Acklands-Grainger Management team

Field Sales Representative

Techtronic Industries Canada (TTI)

2010

Created and drove sales at store level by using innovative merchandising concepts

- Optimized the demand of TTI brands by developing and maintaining strong relationships with store personnel in the GTA area
- Implemented and executed monthly store objectives and promotional initiatives
- Organized and carried out in-store events with resounding success
- Trained and equipped new recruits with knowledge to succeed in retail specialist role

Marketing Assistant (contract)

Simpressions

2009

- Worked under the guidance of the Business Operations Specialist to implement the company's marketing strategy
- Consulted with staff and/or external clients to determine the appropriate marketing material needed to deliver a specific message as required
- Designed, documented, and administered campaigns that will motivate purchases of Simpressions product
- Developed sales policies and procedures (pricing, credit, reimbursement, etc.)
- Assisted in the production of routine promotional materials
- Conducted research on target markets for of Simpressions products

Marketing Assistant

United Way

2007

- Assisted supervising Director with all aspects of an ongoing integrated communication strategy, including: earned media, special events and web presence
- Assisted with research, design, and production of the community-wide directory
- Contributed as a team member to organize various events including "striking a chord"

Research Assistant

University of Windsor

2006-2007

- Maintained high degree of technical proficiency in data collection, sampling, and processing
- Responsible for set up and monitoring of experiments

Education

Bachelor of Commerce (Honours) Business Administration

2009

University of Windsor

Reference available upon request.