

ALEXANDRE PELLETIER

Visit: www.apelletier.com

Successful entrepreneur with over 10 years experience in technology start-ups. Have lead teams, playing major roles in inbound marketing, lead management and product management.

Key Strengths

- ▶ **Inbound marketing:** keywords research, on-page SEO, off-page SEO, PPC, social media, visitors conversion.
- ▶ **Lead management:** demand generation, marketing and sales alignment, lead nurturing, lead scoring, email automation.
- ▶ **Product management:** strategic product positioning, developing an idea from inception to a highly focused product delivery.
- ▶ Expert with Salesforce.com, Marketo and Hubspot tools
- ▶ Strong understanding of SaaS technologies
- ▶ Executive-level relationship building
- ▶ Anticipation of market opportunities
- ▶ Endless entrepreneurial energy

Career Highlights

- ▶ Established the inbound marketing and social media strategy based on Hubspot methodology.
- ▶ Successfully implemented a lead management process with lead nurturing and lead scoring in a complex B2B sales environment using Salesforce.com and Marketo
- ▶ Strategically partnered with Google for Website Optimizer product launch. Selected among 6 companies worldwide
- ▶ Successfully created, built and launched one of the most popular landing page solutions (PageVester) for Salesforce AppExchange. Named AppExchange essentials and selected as the only application under Google AdWords category
- ▶ Successfully created, built and launched Canada's #1 online broker for active traders (DisnatDirect), generating millions of dollars in profits for Quebec's largest financial institution (Desjardins Group)
- ▶ Successfully founded, built, launched and sold Quebec's largest financial website (Webfin.com) to Quebec's largest media company (Quebecor Media)
- ▶ Won the Grand Prize for Growing Business among 90 other candidates at the 11th annual "Ange Financiers" investing contest

PROFESSIONAL EXPERIENCE

Coveo Inc., Senior Director, Online Marketing

2008 – 2009

- ▶ Established the inbound marketing and social media strategy
- ▶ Researched and optimized strategic keywords
- ▶ Managed PPC ads on AdWords, Yahoo and Microsoft networks
- ▶ Implemented the lead management process including lead nurturing and lead scoring
- ▶ Automated email campaigns including auto-response for all new leads
- ▶ Designed call-to-action and landing pages to convert website visitors into leads
- ▶ Reduced leads hand-off time to sales from 10 days to 30 minutes
- ▶ Conducted A/B testing on multiple email campaigns
- ▶ Managed corporate website revamp
- ▶ Integrated Marketo and Salesforce.com
- ▶ Cleaned up and updated Salesforce.com

PROFESSIONAL EXPERIENCE (cont'd)

Emovendo Inc., Founder and CEO

2005 – 2008

- ▶ Envisioned business strategy and direction
- ▶ Negotiated strategic partnerships
- ▶ Planned go-to-market strategy
- ▶ Established sales and marketing processes
- ▶ Fully responsible for business development and sales
- ▶ Conducted investor presentations
- ▶ Hired and managed 5 full-time and 10 freelance employees
- ▶ Conducted market study and competitive analysis
- ▶ Managed customer feedback and needs analysis
- ▶ Determined product development direction
- ▶ Designed product wire frame and user experience
- ▶ Defined product specifications and development road map
- ▶ Wrote product requirements documentation
- ▶ Managed product development team and delivery milestones

Montreal Exchange, Online Marketing Consultant

2003 – 2004

- ▶ Lead brainstorm session for new campaign concepts
- ▶ Managed project for campaign and website development
- ▶ Managed financial communications for retail customers
- ▶ Produced various marketing initiatives: CD-ROMs, online marketing campaigns and websites

DisnatDirect, Instigator and Branch Director

2002 – 2003

- ▶ Conducted comprehensive market study to identify business opportunities
- ▶ Convinced Board of Directors of project viability with exhaustive business plan
- ▶ Delivered start-up project on time and within budget
- ▶ Analyzed and negotiated with many suppliers, partners, and media
- ▶ Carried out extensive pricing calculations to create a new original fee schedule
- ▶ Developed two products tailored to target customers
- ▶ Conducted branding and tagline research
- ▶ Managed website development
- ▶ Developed innovative promotions to attract new customers
- ▶ Established a tracking system for all print, web, and television marketing initiatives
- ▶ Made sales culture and industry representatives part of the overall marketing process

Webfin.com Inc., Cofounder and CEO

1997 – 2000

- ▶ Identified business opportunities
- ▶ Developed core content for targeted audience
- ▶ Designed the website's user interface and tailored the user experience
- ▶ Supervised website development
- ▶ Conducted negotiations during the exit process
- ▶ Established strategic partnership alliance
- ▶ Generated strong revenues from online advertising
- ▶ Hired and managed 10 employees
- ▶ Managed rapid business growth

BMO Nesbitt Burns / Desjardins Securities

1996 – 1999

- ▶ Trader on the Montreal Stock Exchange floor
- ▶ Trading and customer service agent
- ▶ Financial advisor

EDUCATION

Self-Learner

- ▶ Inbound Marketing Certified Professional, Inbound Marketing University
- ▶ eBusiness ROI, Electronic Commerce Institute
- ▶ Investment management techniques, Canadian Securities Institute
- ▶ Options supervisors' course, Canadian Securities Institute
- ▶ Branch managers' course, Canadian Securities Institute
- ▶ Options licensing course, Canadian Securities Institute
- ▶ Conduct and practices handbook, Canadian Securities Institute
- ▶ Canadian securities course, Canadian Securities Institute
- ▶ Montreal Exchange trader course, Canadian Securities Institute
- ▶ DCS, Lévis-Lauzon College, Qc