

Alan Shumak

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647-896-2257

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Experienced Director

Marketing, Communication, Sales and Operations

Summary

Industry-recognized marketing and business director with extensive experience in marketing, advertising, public relations and technology integration. Visionary leader and team player with over 25 years of tracked sales performance, successful marketing initiatives, extensive project management and public relations success as well as the direct development of corporate technology integration of people and systems.

Areas of Expertise

- developing an in-house database driven web based contact systems for an increase in revenues from \$5 million to \$12.5 million
- Managing programs raising more than \$1 million annually
- Business Growth of 219% over previous results in sales, leads generated
- Developed a complete sales and marketing system for startup company, increasing revenue over 200% in each of the first and second years
- Improved profitability of a \$470,000 advertising program with increased sales and leads generated after a previous one-year decline
- Established a corporate network of 3 servers and 42 terminals with extremely limited individual downtime during corporate head quarter move

Experience

Payplus Corp

Director POS Operations and Marketing

- Contracted to create a new ISO in the secure payment processing industry. First Quarter results achieved in the first 30 days
- Increased revenue above expectations with successful rollout of systems and products
- Establish Office and Accounting systems
- Directed the business systems designs, marketing campaign, sales collateral as well as all initial business systems designs.

2011 -
Present

SWIFTPAY MENT (Lumbermens)

Director POS Operations and Marketing

Developed this startup ISO with a successful launch into a very competitive market. This included all business processes, sales training, human resource materials, web site design and content, marketing collateral, as well as all advertising copy material for wireless payment systems which lead to a fast start for this company.

- Business growth 200% above expectations
- Increased revenue above expectations with successful rollout of new products
- Directed the marketing campaign, sales development training as well as all initial business systems designs.

2007 –2011

Monex Group

Director of Marketing and Technology Integration

Executive level contributor to the growth and development of this company from a head office staff of ten to forty-one in fewer than two years. With an advertising budget of \$280,000 used in print, radio and on-line venues, sales doubled and results as tracked through corporate systems put in place by marketing team increased success rate to 39% of leads generated.

2004 - 2007

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- Successful design, trademark and marketing of new corporate identity and logo
- Directed the concept, design, and development of the complete modular sales training system and processes
- Increased results in sales and lead quality consistently each month on a rolling 24 month basis
- Designed and implemented a database driven web portal and lead generation system that was the single largest contribution to increased sales in the history of the company.

A.S.K. WEBS CANADA

2002 - 2004

President & CEO

Developed and launched a web/computer consulting company

- Designed sites and business marketing materials for Accounting Firms, Local Businesses, Telecom Companies, and local associations
- Developed websites for three tiers of softball associations
- Managed IT systems and networks for two election campaigns as well as consulting to Elections Ontario

FREEDOM 55 FINANCIAL – LONDON LIFE INSURANCE

1982 - 2002

Marketing Manager

Marketing Manager responsible for two financial centers. Project manager for “Gateway”, initial rollout of desktop terminals for sales staffs, and responsible for the development of the system used to successfully train 1,500 agents and managers. Led a much publicized special team of managers in successfully competing and maintaining business in the London area.

- Successful launch of first e-magazine, cd-rom business cards and regional websites within Freedom 55 regions
- Provided marketing support in local regions that led to top ranking nationally
- Project manager for new agent sales, resulted in 47% increase in sales production during 12 month period
- Received award for top 100 salespeople nationally

Education

B.A., English

York University

Computer Skills

Software

MS Office 2007, Adobe CS3 Suite, Adobe Flash CS3, Adobe Fireworks CS3, Dreamweaver, MS Project 2007, MS Expression Web, WordPerfect, Maximizer, Lotus Notes, Quark, FDP Client Management, as well as all current mainstream software packages.

Operating Systems

Win95/98/2000/XP, Vista, Win Server 2003

Volunteer Experiences

Toronto Aikido Centre - Owner, Head Instructor, 5th Dan Black Belt, 3rd Level Instructor
Malvern Youth Softball - , President, Chair – 12 member executive, **Coach** - Midget Houseleague and Select Teams
470 Agincourt Scouts Canada - Key Leader – Scouts, Venturers
