
SUSAN D. SPARKES-HOSKINS, CAM

9843 Auburn Road SE, Calgary ■ AB T2J 1C9, Canada

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shoskins@telusplanet.net

Seeking a position in an organization in need of a professional with strong leadership and developmental skills, multitasking abilities and ability to implement strategies that achieve desired results.

Accomplished and results driven Professional with demonstrated experience in Management and Sales with expertise in strategic planning, operation development, implementation, and staff management. Strong interpersonal and persuasive sales skills coupled with vision, business insight, and astute negotiation abilities. Effective communication skills from both business operations and client base perspectives.

CORE COMPETENCIES

- **Administrative Skills:** Ensuring accountability of subordinates related to conduct and productivity; quick to recognize problems and execute solutions; systematically securing relevant information and identifying key issues; paying attention to detail; structuring tasks, plans and objectives to establish priorities and set goals.
- **Sales Expertise:** Adept in principles and methods for showing, promoting, and selling product or services. This includes marketing strategy and tactics, sales techniques, and sales control systems.
- **Critical Thinking:** Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Problem Solving:** Proven ability to troubleshoot and develop creative, innovative solutions to business challenges; successfully manage change for improved performance and efficiency.

PROFESSIONAL EXPERIENCE

GUNNAR MANUFACTURING INC.

CALGARY, AB

International Business Development

2005-2007

Established successful use of research for market intelligence, analysis and presentation skills while contributing professionalism and expertise to promote a new product to The US Federal Government and the Department of Homeland Security as well as Foreign Affairs and Public Works in Canada.

Formulated and launched a new option in support of personal protection for employees working in high risk buildings that requires a paradigm shift in thinking for Government Officials

Developed profiles in top vendor-bid websites similar to FedBid and MERX

Collaborated with various departments within Foreign Affairs, Public Works, State Department, Department of Defense, Diplomatic Security, the Pentagon, Overseas Buildings Operations, International Trade Commissioners offices', Ambassadors, and other departments

Provided presentations which included conceptual and technical data to contacts such as architects, various levels of Government and other professionals

Key Accomplishments:

- Succeeded in acquiring C-TPAT (Certified Trade Partner Against Terrorism) Certification for the company
- Achieved a SafetyAct Designation of "Anti-Terrorist Technology" issued by the Department of Homeland Security
- Accomplished registrations with all U.S. Federal Government's mandatory agencies (including CCR – Canadian Contracts Registries) to sell internationally

Health & Safety Officer/Trainer

2006-2007

Completed a successful and organized Health & Safety program exceeding legislative compliance while performing all in-house training including Standard First Aid/CPR/AED & WHMIS.

Formed a safety committee and organized toolbox meetings to meet OHS guidelines

Generated Safe Work Practices, Work Instructions, and Hazard & Risk Analysis in accordance with audit requirements

Maintained all training records and equipment training matrices

Arranged employee orientations and oversaw certifications for expiration dates

Key Accomplishment:

- Obtained the "Certificate of Recognition" with an Audit Score of 96/100 that earned the company thousands of dollars rebate and saved hundreds of dollars on WCB premiums

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PROFESSIONAL EXPERIENCE

~ Continued ~

GUNNAR MANUFACTURING INC.

CALGARY, AB

Corporate Environment Specialist

2004-2005

Designed and personalized office environment that met functional, ergonomic, efficiency and space requirements within specified budgets by collaborating and conferring with medium and large enterprises

Planned and created desk for a prominent Calgary businessman selected for a graphic on the company truck

Established long-term relationships with my client base

Key Accomplishment:

- Sold nearly a half a million dollars in 10 months acquiring more than 100 new clients for employer

ADP DEALER SERVICES

CALGARY, AB

Territory Manager

2002-2004

Handled a territory of 115 automotive dealerships throughout Alberta and Saskatchewan

Conducted extensive "Return on Investment" calculations to sell computer hardware, software and service packages

Key Accomplishments:

- Exceeded sales target of \$500,000 through cross-selling and up-selling new products and services to existing clients and establishing relationships with competitive accounts
- Established acquisition of new dealerships and achieved **Top Sales** person in Canada for the quarter

MONEYSTREAM

CALGARY, AB

Payroll Product Manager

2000-2001

Produced infrastructure to support the development of a new product including: Customer Service Surveys and tracking mechanisms, Payroll Sales and Commission Structure, Internal and External manuals and training programs.

Directed a staff of five to create and launch Internet Payroll Product

Created new vertical markets for Pre- Authorized Payments & Contributions and prospected medium to large enterprises in specified vertical markets

Ensured smooth implementations by working with conversion and customer service staff

Key Accomplishment:

- Successfully sold sufficient clients to run a test market of the product

ADP CANADA EMPLOYER SERVICES

CALGARY, AB

District Manager

1990-2000

Prospected and managed a large geographical territory for companies with 1-125 employees

Utilized consultative sales skills to reveal needs and present solutions

Key Accomplishments:

- Recognized as **2-time President's Club** by achieving **+115% of annual quota**
- Won **Champion's Circle** for being the 1st person to sell over 100 payrolls in a year
- Received "**Top Unit Award**" 5-times
- Attained "**District Manager of the Year Award**" for establishing top sales in North America
- Earned "**Class Excellence Award**"
- 8-Time "**District Manager of the Month**"

HONORS

"**Kay A. Pringle Memorial Scholarship**" University of Calgary, Calgary, AB

~ Based on Academic Excellence and Community Involvement ~

PROFESSIONAL AFFILIATION

OWIT Member - Organization of Women in International Trade, Calgary, AB, 2006

DEVELOPMENTAL SKILLS

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Project design, scope, management and rollout
New product and business development, launch, promotion, prospect development
Strategic Sales, market planning, solution based and consultative sales, Effective Negotiation
Dynamic executive presentations, marketing and promotions, creative promotional materials
Partnerships and strategic alliance, workshops, conferences, trade shows, networking
Foreign/US Governmental relations, media presentations (TV, Radio, Newspaper), Public speaking & presentations
Office administration, staffing management & development, Performance & Productivity analysis and re-engineering, New Hire Orientations, Benefit & Compensation design, WHMIS, ISO 9001 and ISO 41001 administration, Policy and procedure development
Training program development, Interactive and instructional teaching methodologies, Competency and Skill & Risk Assessment
International business development, Foreign, U.S. and Canadian Government Relations

EDUCATION AND TRAINING

| | |
|---|-------------|
| Certified WHMIS Instructor | 2007 |
| CONSTRUCTION SAFETY ASSOCIATION | CALGARY, AB |
| Certified Standard First Aid/CPR/AED/Child and Marine First Aid Instructor | 2007 |
| CANADIAN RED CROSS | CALGARY, AB |
| Certified Health & Safety Auditor | 2007 |
| Effective Disability Management/Hazard Assessment & Analysis/Safety Basics | |
| MANUFACTURER'S HEALTH & SAFETY | CALGARY, AB |
| Level Two CPA | 1997 |
| CANADIAN PAYROLL ASSOCIATION | CALGARY, AB |
| Bachelor of Business (Marketing) | 1996 |
| UNIVERSITY OF CALGARY | CALGARY, AB |
| CAM Designation | 1994 |
| CANADIAN INSTITUTE OF CERTIFIED ADMINISTRATIVE MANAGERS - UNIVERSITY OF CALGARY | CALGARY, AB |
| Strategic Selling | |
| MILLER HEIMAN | TORONTO, ON |
| Effective Negotiating | |
| KARRASS, (DR. CHESTER L. KARRASS) | NEW JERSEY |
| Sales Coaching | |
| RAINMAKER SALES COACHING | CALGARY, AB |

PUBLICATIONS

- **"A Pod of Protection."** Access Control & Security Systems. Oklahoma, Penton Media, August 2007. *Article on consumer's new choices post 9/11 - "Terror-proof or non-terror proof." Describing new terror-proof developments in everyday items: garbage cans, furniture, cars.*
- **"Exporting Alberta: A complete guide for entrepreneurs looking beyond the border."** Business in Calgary, Calgary, AB, Summer 2007. *Article examining how to break the barriers of international sales.*
- **"The Missing Link to Human Survival."** Archi-Tech Magazine. Washington, DC, April 2007. *A published case study on an alternate layer of security required for the protection of employees in high-risk buildings due to natural disasters or terrorist strike. Nominated for the Readership Award.*
- **"Summit Insight Newsletter."** Gunnar has success in sight! Washington, DC, Judy Bradt, June 2006. *Article outlining my success with Government officials on my first trip to Washington, DC.*
- **"TV - Discovery Channel."** War on Terror. March 2006. *Documentary on new technologies as they relate to protection from Terrorism. Interviews also conducted with Global National News, Iraq Free-Radio, Globe and Mail*
- **"Calgary Designs."** Design Magazine. June 2005. *Article on designing custom furniture*