

BREANNA FERNIE

TECHNOLOGY EXECUTIVE : SALES, BUS DEV & SUCCESS PLANS



Growth-Leading Turnaround Executive Driving Sales, Business Development & Exceptional Performance

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Summary

High-energy sales and marketing executive, entrepreneur, and company closer with 20+ years of driving transformational change, revenue growth, and market share expansion via tailored sales and marketing solutions.

Deep understanding of building/scaling a business. Savvy influencer with strong sales acumen and a proven track record in sales leadership, channel account management, and global enterprise sales. Expert in building and leading successful sales teams and marketing departments.

Bold and creative strategist with a passion for business telecommunications and technology. Proficient in utilizing data-driven decisions to transform technical information into actionable solutions, employing a holistic problem-solving model.

Relationship builder and collaborator leveraging the value of networks and a customer-centric approach to foster enduring connections with diverse audiences. Known for quickly building rapport and trust with clients to deliver outstanding customer experiences.

Telrad & Leadership Success Highlights

- **Entrepreneur:** 17 years' experience as an entrepreneur, manager of real estate company, and Founder/President of successful telecom business; sold business profitably.
- **Turnaround Leadership:** Converted business from a CapEx model to a SaaS Subscription-based recurring revenue model.
- **M&A Management/Negotiation:** Facilitated the business valuation, marketing, and sale of company without representation to US-based telecom firm, ClearlyIP, by structuring a deal that transferred the business.
- **Trailblazer:** Secured \$3M+ in R&D funding from the Government of Canada (NRC-IRAP) for groundbreaking UCaaS intellectual property, fueling innovative Canadian technologies.
- **Business Growth:** Developed a comprehensive business plan building company from the ground up to a multi-million sales organization.
- **Visionary:** Earned distinction as 2X finalist for Young Entrepreneur of the Year Under 40.

Professional Development

Sales and Marketing Strategy Certificate | Cornell University (*Expected: November 2023*)

Bachelor's Degree | University of British Columbia, Vancouver, BC

Real Estate Trading Services Licensing, 2011

Michael Gerber, Training Program for Entrepreneurs

Sandpipers Philanthropic Group | Greater Vancouver Board of Trade

Business Network International (BNI)

Richmond Chamber of Commerce - Member at Large

- C-Level Sales Leadership
- Business Development
- Strategic Partnerships
- P&L Oversight
- Building/Scaling Businesses
- Budgeting & Sales Forecasting
- Revenue Generation
- Territory Growth
- Go-to-Market Alignment
- Executive Collaboration
- Product Marketing Campaign Development
- M&A Integration
- Sales Plans
- Strategic Road Mapping
- Spokesperson
- Sales Mentoring