

Robert H Piercy (BA, BComm)

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Genuine Business Leader | Entrepreneurial Professional

With an unwavering work ethic and genuine curiosity, my success has been anchored in my ability to adapt to evolving client needs, embrace emerging products and technologies, and stay up to date on industry trends.

SKILLS

Account Management	Brand Development	Building Relationships	Business Development	Business-to-Business (B2B)
Business-to-Consumer (B2C)	Communication	Consulting	CRM - Dynamics 365	CRM - Hubspot
CRM - Salesforce	Customer Experience	Customer Service	Empathetic Leader	Team Management
Marketing	Market Strategy	Negotiation	Networking	Podcasting / Interviewing
Problem Solving	Project Planning	Sales - Capital Equipment	Sales - Hardware	Sales - Software
Sales - Technical Consulting	Strategic Partnerships	Strategic Planning	Team Building	Trusted Advisor

EXPERIENCE

Director of Business Development - DentX Solutions, Edmonton, AB. Apr 2023 - Present

As the key driver for revenue growth through sales, support, education, and service, I collaborated directly with founders and C-suite leadership to formulate go-to-market strategies. This involved meticulous analysis of current and potential product partnerships, strategically planned through annual and quarterly meetings. Together we executed go-to-market strategies and collaboration with our manufacturing and vendor partners.

Collaborating with members of the Sales and Service Teams we worked to identify materials, services and product offerings needed in the market. Together we worked to meet the needs and wants of current and potential customers and grow our company brand and presence in the market.

Key responsibilities & contributions:

- **Revenue Generation** - Converted competitor clients to DentX Solutions and established new clients.
- **Relationship Management** - Built and managed relationships with manufacturing partners such as Stratasys, Imes-Icore, Exocad, and others.
- **Business Development Strategy** - Actively participated in the vetting process for future manufacturing partnerships and contributed to the expansion of product and service offerings.
- **Team Training** - Developed training, education and technical support for customers and internal teams.
- **Brand Building** - Represented the company in the market with current and future clients. Delivered the values and competitive advantage by presenting the DentX Solutions strengths and value proposition.
- **KOL Management** - Fostered relationships with Key Opinion Leaders (KOLs).

DentX Solutions Accomplishments:

- **Consumable Sales** - Converted consumable sales from competition legacy customers by over 300%.
- **Capital Equipment Sales** - Grew outside Capital Equipment sales by over 400%.
- **Business Development Goals** - Attained 100% of BD goals outlined in the quarterly strategy meetings.
- **Vendor Relations** - Managed and improved relationships with vendors.
- **Team Training Development** - Developed sales and product training materials for the sales team.
- **Customer Service Program Development** - Engineered customer after-sales support programs.

Business Success Manager - Desktop Health, Edmonton, AB.

Nov 2021 - Feb 2023

In my role as Business Success Manager at Desktop Health, a leading manufacturer in the Dental and Medical 3D Printing sector, I played a pivotal role in driving sales and increasing product awareness in the Canadian market. Working closely with distribution partners across Canada, current customers, and potential buyers, I managed all aspects of dealer and customer needs. I successfully coordinated trade shows, speaking events, podcast interviews, and various educational initiatives to enhance brand reputation.

Upon joining Desktop Health, I prioritized repairing and improving eroded dealer relations in the Canadian market through close collaboration with dealer partners and comprehensive training sessions for their sales teams. My efforts extended to working closely with leadership, marketing, and operations teams to enhance service levels, increase market awareness, and drive sales. I actively assisted in the launch of new products and promotions, leveraging Salesforce and HubSpot for efficient lead tracking and communication.

My commitment to product promotion, partnership development, marketing initiatives, and service quality improvement, contributed significantly to the overall success of Desktop Health in the Canadian market.

Key Responsibilities & Contributions:

- **Cultivated Product Awareness** - Actively raised awareness of the company's technology and materials in the Canadian market, contributing to increased visibility, interest, and sales growth.
- **Distribution Partner Development** - Played a pivotal role in developing and maintaining relationships with distribution partners, current customers, and potential buyers.
- **Sales Presentations** - Led both in-person and virtual sales presentations, utilizing Zoom for digital presentations, ensuring effective communication and engagement with diverse stakeholders.
- **Marketing and Brand Development** - Spearheaded marketing and brand development activities, leading the coordination of trade shows, speaking events, podcast interviews, and educational initiatives.
- **Dealer Relations** - Diligently worked to mend and develop dealer relations, fostering strong connections with dealers selling both capital equipment and consumables.
- **Service Quality Improvement** - Collaborated with leadership to enhance service quality, focusing on increased productivity and overall customer satisfaction.
- **CRM and Sales Software Utilization** - Utilized CRM systems, including Salesforce and HubSpot, to streamline operations and enhance sales effectiveness.

Desktop Health accomplishments:

- **Dealer Relations** - Repaired and improved upon dealer relations that were in decline.
- **Market Growth** - Increased the Canadian market in Capital Equipment and Consumable Sales by 500%.
- **Brand Awareness** - Grew brand awareness through Social Media, Podcast, Speaking events, trade shows and Dealer events.
- **Respected in Industry** - Earned the respect of leadership and co-workers for contributions to the growth and success of the company.

Field Sales Consultant - Henry Schein Canada, Edmonton, AB. Sept 2009 - Nov 2021

As a Field Sales Consultant, I worked with dental clinics to earn their consumable, technological and capital equipment business. Starting with a list of 'house' accounts I grew the territory to over 3 Million dollars in annual sales. To avoid price comparisons and 'shopping' I took a consultative approach with my clients, helping them run a better business and make an ethical increase in the top-line production of their dental clinics by helping them analyze and close gaps in the dentists' standard of care that was being offered.

Over the years I assisted my clients build new dental offices and complete renovations and expansions of existing clinics. Throughout the projects, I worked closely with designers, contractors, vendors and my clients to ensure the unique requirements were understood and to ensure the best build quality possible.

Key Responsibilities & Contributions:

- **Client Relationship Management** - First point of contact between dental office clients and Henry Schein. Organized and facilitated all customer needs regarding sundry purchases, equipment investment, and service needs.
- **Business Development Coordination** - Conducted Business Development Meetings on an annual or semi-annual basis to identify 'gaps' in doctors' standard of care that allowed us to strategically facilitate programs/training to increase the standard of care for the patient and higher profit returns for the dental practice.
- **Networking** - Actively networked with educational institutions, manufacturing partners and professionals that service the dental industry for information, personnel and strategies that would benefit my clients.
- **Workshop Facilitation** - Lead workshops at my client's offices to help train and educate their team.

Henry Schein accomplishments:

- **Sales Growth** - Started with 'non-buying' accounts. In the first full year of sales grew territory to over 1.3 million dollars in sales. Grew loyal territory to annual sales of over 3 million dollars.
- **Regional Sales Awards** - 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020.
- **National Sales Awards** - 2014.
- **CRM Development and Integration** - Volunteered for Salesforce Development Team, 2020, 2021.
- **Podcast** - Developed the 'Co-Travel Podcast with Bob Piercy' podcast in 2020 and continues it today.

EARLY CAREER EXPERIENCE

Sales Representative - Southtown Hyundai, Edmonton, AB. May 2009 - Sept 2009

Selling cars was never on the radar of things I wanted to do. In the end, it was a short stop for me before moving to Henry Schein Canada. During my short stay, I enjoyed car sales far more than I thought I would. I also met many good people who are still friends today. Overall, it was a great experience.

General Manager - ClubFit, Edmonton, AB. Jan 2008 - May 2009

While at ClubFit I split my time as General Manager of the Northwest and Downtown locations. My main objectives were to hire, train and lead the sales team to meet monthly new membership growth numbers and work with the Personal Training Manager on the development and growth of the Personal Training and Group Training departments. I coordinated with the corporate operations and marketing teams to make sure the appearance and condition of the facility were up to standards. We ensured all equipment was safe, and in proper working order and that all marketing and branding materials were in good condition and up-to-date with current promotions and messaging.

I also worked with 3rd party consultants hired by the company. Together we trained the sales teams and ensured new clients were welcomed to the gym and set up for success on their fitness journey.

Customer Service & Marketing Manager - HydroOptix, Los Angeles, CA. May 2005 - Sept 2007

As the Customer Service & Marketing Manager at HydroOptix, a pioneering startup offering a revolutionary SCUBA dive mask with a unique 'Double-Domed Lens,' I played a vital role in building brand awareness and ensuring the success of our innovative product. I took charge of building brand awareness within the dive industry by collaborating with dive shop owners. We have educated their sales teams and customers about the distinctive advantages of our dive mask and attended industry events and trade shows, directly engaging with the public to promote and sell our products. I fostered relationships with industry publications, resulting in published articles that significantly drove industry sales. Developed a user-friendly online Product Wizard, to enhance customer education and facilitate product selection.

This role at HydroOptix involved a multifaceted approach encompassing brand building, education, marketing, problem-solving, and the design and execution of key initiatives, resulting in increased product reliability and heightened customer engagement.

EDUCATION

- University of Saskatchewan, Saskatoon, SK - Bachelor of Arts, Regional and Urban Design - 2003.
- University of Saskatchewan, Saskatoon, SK - Bachelor of Commerce, Marketing - 2005.

ATHLETICS & AWARDS

- University of Saskatchewan Men's Track & Field Team, National Champions - 2002.
- Our World Underwater Scholarship Society - Summer Internship Recipient, HydroOptix - 2005.
- Canadian National Bobsleigh Development Team, 2007.

VOLUNTEERING

- Canadian Ski Patrol
 - Marmot Basin Ski Resort - Jasper, AB - 2009 - 2020.
 - Snow Valley Ski Resort - Edmonton, AB - 2009 - 2011.