

Chad McKellar

376 Cam Fella Blvd. Stouffville, On. L4A-7G9

Phone: (905) 642-1348 • Mobile: (416) 906 5525 • E-mail: chad1mckellar@gmail.com

With 18 years of experience in the Home Improvement market in Canada, I am a self-motivated sales manager that gets the results to meet and exceed corporate goals and market growth strategies with in the big box and buying group business segments.

EXPERIENCE

Masco Canada Ltd. 395 Matheson, Blvd. Mississauga, On. Dec 2005 - July 2016

National Account Manager

Account manager for Masco Canada's 2-Step customers, responsible for Spancan, Octo, Sexton, and Orgill buying groups as well as independent dealers. My brand portfolio included, Delta Faucet, Peerless Faucet, Waltec Faucet, Master Plumber, Plumbshop, and Brass Craft. Providing in store support thru our agencies to drive our brand and increase shelf share by gaining new customers and adding to existing customer assortments. Working closely with our buyers to ensure they have the most current and up to date product assortments and pricing to stay competitive in today's ever evolving market place. Customers included, Federated Co-op, Castle Building Centre's, Timber Mart, Peavey Mart, McMunn and Yates, E.G. Penner, Orgill Canada, Orgill US, TSC Stores, Centennial Plumbing, Greenslade Bath, Slegg Lumber, Dynasty Bathrooms, Kasa, Woodopolis, and Igloo. Within this roll I was Responsible for budgeting, forecasting, pricing, promotional activity, line review's, new product introduction and roll out, agency management, new business development, and customer business reviews.

Key Accomplishments:

- Increased new customer growth year over year by 5%
- Implemented new direct import program to increase customer yearly sales by \$200,000.00
- Increased assortment for repair parts in 32 stores resulting in a 20% growth in business.
- Created new agency engagement program for retail within Masco to improve in store sales by providing the agency with the tools needed to be successful and measurable metrics to gauge their progress.
- Increased trade show orders year over year by an average of 10%.
- Received back to back trade show "best display" awards recognizing our efforts to bring a fresh new look to each show.
- Gained 50% new faucet shelf share for independent customer with in 12 locations and 100% new shelf share for repair parts increasing our business with them by 70%.
- Developed strong relationships with buyers and independent dealers.

Store Support Manager

Responsible for the management of Masco agencies and M.E.T for the Home Depot Canada. Ensuring all product lines are maintained in store on a daily basis. Working with Home Depot merchants on the execution of new product launches, product line reviews, store openings, special promos and all in store activity.

Key Accomplishments:

- Transitioned the 5 field agency groups to 8 field agency groups to cover all Masco Plumbing brands. (2006)
- Organized and implemented the opening of 40 Home Depot stores over 7 years for all Masco Products. Set ups, training, opening promotions and POS sales tracking to comply with 100% fill rates.
- Successfully launched the Laundry Bay program at all Home Depots in 2011 with full year sales exceeding \$2million. Achieved a 95% bay share from zero in 2009.
- Successfully launched a 95% shelf share of the Hand Shower Bay at all Home Depot Stores in 2007 resulting in a 40% increase in POS over the previous year.
- Team captain on the 6 bay faucet conversions at all Home Depot stores in 2010 – 2011. Working with displays, plan-o-grams and the Met Team. \$8million in annual sales volume.
- Successfully launched the new Delta “Touch” technology on Pilar/Addison to gain \$500K in the first year of incremental sales.

Home Depot.ca Account Manager

Implementation and weekly maintenance of all Masco products sold on Home Depot.ca. Responsible for the yearly/monthly Forecast and month end sales report.

Key Accomplishments:

- Implementation and management of over 300 products. 2012 sales running at a 40% increase to 2011.
- Coordination of assortment planning with Y.O.W. out of the US market for in store special order book.
- Execution and promotional planning of “Hammer Drop” on line events.

Amazon.ca Account Manager

Managed the introduction and product planning of Delta products to Amazon.ca with the Seattle head office. Responsible for the yearly/monthly Forecast and month end sales report. Worked with the online merchant to meet the customer’s needs and grow our product offering to increase our sales year over year.

Key Accomplishments:

- Set up and implementation of 400 Delta products in October 2011. First year sales to exceed \$100,000 in incremental sales in 2012. Grew the business in 2013 to \$250,000.

Chamberlain, Mississauga, On. Oct 1998- Dec 2005.

Sale & Service Rep.

Responsible for the in store service of Chamberlain garage door opener products in 45 Ontario Home Depot stores. Provided a Bi-Weekly store service cycle and monthly associate training. Participated in weekend sales events and contractor road shows quarterly.

Key Accomplishments:

-Successfully developed and implemented an end cap program that increased sales 10% over the previous year. (2002)

-2004 successfully launched new “Whisper Drive” models of openers in all stores.

-Quarterly in store training seminars for all HD associates and participated in week end events to drive in store POS.

SKILLS

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- . Great Understanding big box stores and buying groups
 - . Buyer relationships and management
 - . Account management skill set
 - . Creative business concepts
 - . Proficient in Excel, Word & Power Point
 - . Trained on JDE systems
 - . Excellent communication skills
 - . Forecasting / Budgeting
 - . Account Profitability
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EDUCATION

Stouffville Secondary School

Graduated from SDSS with a business major. 1997

Training

- . LBMAO Plumbing Seminar
 - . Liberty Hardware product training
 - . Home Depot.ca training course
 - . Home Depot SAP computer system training
 - . JDE System
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REFERENCES

Available upon request.