

Paul E. Ireland

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Career Profile

An accomplished Senior Sales & Operations Executive with a proven track record for building and leading world-class Sales Teams in Energy Management Solutions, Security Systems Integration and Security Providers to support revenue growth from \$4 million to \$50 million. Expertise includes Strategic Planning, Marketing Program Management, Sales Force Leadership, National Account Relationship Management, Vendor Partnership Development, and P&L Management.

Significant Achievements

Leadership

- Over 28 years of sales management & general management experience in the security, hospitality and energy management market sectors
- Established Priva Building Intelligence Canadian Operations including, dealer network in Ontario, technical support/training, sales support
- Established Manufacturer's Representative Agency to sell KABA Lodging Systems products in Ontario. Sold over 300 key card systems for hotels from 2003 to 2008.
- Rebuilt and expanded Security Sales Group at Siemens Building Technologies Inc. while simultaneously increasing sales 75% over a two year period
- Lead Sales Team at Siemens Building Technologies to sell over \$3,000,000 at GTAA Pearson Airport.
- Restored National Accounts Group at ADT to over-achievement at 128% and 132% of sales forecast for two consecutive years respectively

Sales/Negotiating Skills

- Negotiated VAR (Value Added Reseller) agreement to represent Telkonet energy management solutions in Canada for Platek Services Inc.
- Sold an EcoSmart Energy Management solution for a 600 suite luxury hotel in downtown Toronto valued at \$467,000 in 2018.
- Negotiated master distribution agreement for Canada with ASSA ABLOY Hospitality acquiring 3,000 customers and \$4,500,000 in top line sales
- Multiple successes managing national & key accounts throughout my career including financial institutions, major construction companies, developers, universities, and major hotel chains

- Sold and/or managed sales of over \$5,000,000 for electronic lock solutions, HVAC systems and energy management solutions for AJM Solutions Group Inc.
- Sold \$450,000 hospitality solution to Major Ottawa hotel, August 2015.
- Seven (7) times winner of ADT prestigious "Club Excellence" award for over achievement
- Negotiated \$13 million five year contract with Canada Post to provide security systems, monitoring and maintenance programs for over 5,000 sites.

Career History

VisualEdge Supply Inc. – April 2020 to present

Founder & CEO of turnkey organization in sales/installation of Tactile Warning Systems to assist the visually impaired.

Tyco International Fire & Security (o/s Johnson Controls) June 2018 to March 2020

Contract project management re: Communications upgrade projects

Platek Services Inc. May 2017 to June 2018

Sales Director responsible for managing sales and accounts in the hospitality space.

AJM Solutions Group Inc. June 2013 to February 2017

Vice President, Sales & Marketing managing sales force, key accounts and sales/marketing plan, advertising campaign, web site design & management year to year.

Mirtech International Security Inc. April 2011 to May 2013

Rebuilt sales force for Mirtech, re-branded company with new mission/vision statements, new logo and new advertising.

Priva Building Intelligence January 2009 to February 2011

General Manager Canadian operations for building automation systems manufacturer establishing dealer network, technical support, training and sales support

Paul Ireland Sales Agency Inc. October 2003 to December 2008

Formed my own sales agency to represent product manufacturers in the Hospitality Industry and higher education. Also provided management consultation under contract

Siemens Building Technologies Inc. October 2001 to Sept. 2003

Canadian National Sales Manager responsible for managing national sales force responsible for the design and sales of enterprise security solutions for closed circuit television and access control systems.

ADT Security Services Inc. January 1997 to August 1999

Director, Business & Product Development, National Accounts and Special Projects (Signing Officer) NOTE: Employed by ADT Security Services Inc. for over 16 years prior.

NOTE: Mentored countless middle and senior management personnel with most of the employers listed above.

Education

Ryerson University – Studied Business Administration

Midland Avenue Collegiate Institute – High School Diploma

Product/Industry Related Courses

ASSA ABLOY Hospitality – VingCard Hotel Lock Systems

KABA Ilco Lodging Systems

Hotel Property Management Systems (Browser based)

HVAC Mechanical Systems – Sheridan College (BES700)

Schneider Electric Certified HVAC StruxureWare Building Automation

Energy Management Systems for Hotel Rooms (EcoSmart Energy Management Solutions, Energy Eye), Digital Thermostat Technology (Hotel Tech International)

Priva Building Intelligence BAS Level I & Level II technical

CCTV Products (numerous)

VingCard Hospitality Lock Systems

Barrier Free door automation systems

Access Control Systems (numerous)

Tactile Warning Solutions & Photoluminescent Exit Signs

Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, Visio, Publisher)

ACT! Premium, Quotewerks®

Personal Achievements

- Established Junior Golf Program at Glenway Country Club when it first opened
- President of the Men's Golf Committee for three years at Glenway CC.
- Managed security and gallery control at the Ontario Open hosted by Glenway CC.
- Organized & managed charity golf tournaments for Big Brothers of York Region
- Marshalled at the 2010 Canadian Open hosted by St. George's CC. (including the private boxes at the 18th hole on day 4)