

MARTINE LEGAULT, P.ENG.

CORPORATE STRATEGY | MARKETING | LEADERSHIP

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Former entrepreneur and senior business executive offering a hands-on leadership record of driving market growth. Transformational leadership using soft skills to lead teams to achieve optimal outcomes. Blended strategic vision with operating, sales, and marketing experience capable to position companies for sustainable profitability in competitive markets. She is a logical decision-making and skilled negotiator who is always looking a “win-win” outcome. Leads by example with a roll-up-the-sleeves attitude, able to see the big picture and adapts businesses to changing market forces.

KEY SKILLS

- ❖ Soft Skills Leadership & Team Building
- ❖ Sales & Marketing Strategy
- ❖ Resource & Process Optimization
- ❖ Coaching & Mentoring
- ❖ P&L Management / Negotiations
- ❖ Strategic Growth Planning

PROFESSIONAL EXPERIENCE

Freelance Business Consulting

Consultant

July 2022 – Present

- Worked with clients on redefining new and existing product strategies
- Advised on product prelaunch: deck, business model, commerciality of product

Kick Adaptive Technologies (Early-Stage Tech Start-Up)

Managing Director

Oct 2021 – July 2022

- Completed 8-month contract and established the business strategy, corporate goals and marketing strategies for early-stage start-up designing health and wellness applications
- Built a driven sales team and provided support for their success
- Ensured that developed products create value and selected the optimal monetization model to capture value
- Obtained financing through available subsidies

Distam inc. (Automotive Parts Distribution)

President

2017 – 2021

- Retained as General Manager following the sales transaction
- Lead the organization through sales growth over 200% increase over 3 years through market development (expansion into adjacent end markets and new geographies)
- Used soft skills to create employee engagement and positive corporate culture
- Consistently surpassed profit objectives and P&L margins above 10% through streamlining and process improvements
- Collaborated with new ownership to integrate the new division in-line with the new corporate vision
- Outlined a new sales growth and marketing strategy for B2B
- Spearheaded strategic planning to elevate market share in a cost-competitive industry
- Introduced new product lines based on market demand and churned out low-selling inventory; enhanced inventory turnover, reduced capital tied up in excess stock, and met the evolving needs of the market

- Secured financing from the BDC to complete the purchase of the business in 2009
- Driving force behind sales team and marketing strategy for both B2B and B2C
- Piloted a turnaround plan for the company and scaled the company 3-fold in 8 years
- Established the business strategy, short-term and long-term corporate objectives of the company, analyzed market research, competitive intelligence
- Implemented an ERP system, phone system and B2B website
- Allocated the annual operating budgets, cash flow, forecasting, cost control with P&L margins ~10%
- Assembled highly productive teams with high engagement
- Founder of American LLC for ecommerce through vertical partnership
- Won the Excellence Award from the CCIRS Chamber of Commerce in 2011 for transfer of business
- Successfully sold the company for 5 x EBITDA in 2017 to a strategic buyer after a competitive bidding process

EDUCATION

Master of Business Administration (MBA), *With Distinction* - University of Birmingham (UK) 2023
Bachelor's in Applied Science Chemical Engineering, *Cum Laude* - University of Ottawa (Canada) 1997

PROFESSIONAL AFFILIATIONS

Quebec Order of Engineers – Professional Engineer

ADVISORY BOARDS

Talent Pool (Not for Profit Organization)

Advisory Board Member

April 2021 – Present

- Advisory board position for non-profit to help promoting French-language employment in Canadian Prairies Region

TECHNICAL SKILLS

ERP Systems

MS Office (Word, Excel, PowerPoint, Outlook)

Jira Project Tracking (Atlassian)

LANGUAGES

Fluent in English and French