

Martin Lagman

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CAREER PROFILE

A seasoned Business Consultant with an extensive background in sales, business development, and account management with multinational companies. An Electronics and Communications Engineer with a proven track record in technical sales and customer relationship management with excellent interpersonal, organizational and communication skills

HIGHLIGHTS OF QUALIFICATIONS

- 10+ years of successful experience in sales, account management and customer service
 - B. Sc. Degree in Electronics and Communications Engineering
 - Proficient in MS Office suite, Cognos and Oracle
 - Sales generation of 192% above target for NBS in the first 6 months
 - Excellent verbal and written communication skills with strong technical aptitude for mechanical and/or electronic equipment and business acumen with a consultative approach to solution selling
 - Top sales performer for Oberthur for two consecutive years delivering US\$6.8 Million
 - Achievement of US\$34.5 Million contracts for a multiple GSM Network Application installation and 2 telecommunication systems for Alcatel
 - Proactive, dynamic, enthusiastic, team-player, self-starter, results-oriented, excellent relationship building and organizational skills
 - Comprehensive experience in prospecting, lead generation, cold calling, product presentations, tender analysis, RFP preparation and contract negotiations
 - International experience with Alcatel, Philips, Xerox, Oberthur Card Systems and Hypercom
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RELEVANT SKILLS AND EXPERIENCE

Sales / Management and Planning

- Penetrated the SMB market for new accounts and consistently exceeded monthly sales target for Global Payments Canada by implementing a strategy within an assigned territory
- Managed NBS existing accounts and revived business relationships with dormant customers in the health care centers, hospitals, casinos and financial institutions across Canada
- Quadrupled smart card orders for Oberthur from 500,000 to 2 Million
- Created and organized a team of 9 members from Alcatel Asia and Europe to handle daily activities of a GSM project implementation
- Spearheaded the technical and the commercial aspects of Alcatel and Oberthur Card Systems through negotiations with top management, executives and decision-makers
- Orchestrated a US\$7 Million project for the first Alcatel Intelligent Network installation in the country through presentations and contract negotiations
- Managed the sales, collection and training of Philips dealership accounts from small and large-scale department stores, malls, and TV shopping with 15 direct-report promotional merchandisers
- Boosted sales from US\$80,000 to US\$360,000 in 2 years and achieved targeted market position in less than one year for Philips

Coordination and Implementation

- Coordinated and planned with Alcatel and Oberthur directors in Europe and Asia on opportunity pipeline, forecast, product availability, production capacity and on-time delivery
- Organized planning sessions with Alcatel team for a US\$17 Million project
- Monitored progress of smart card production from manufacturing to final delivery
- Liaised with Alcatel senior officers worldwide for roadshows and exhibits to create market awareness on local presence, support and value-added services
- Conducted periodic training on new Philips line to create market awareness
- Developed a system for Xerox in-house demonstrations resulting in a 10% sales contribution
- Facilitated training for Xerox sales representatives
- Prepared reports to keep top executives based abroad informed of activities, sales projections, expenses, competitive information, opportunity pipeline and accomplishments

WORK EXPERIENCE

Hypercom Corporation		2010 – 2011
Business Administrator		
Global Payments Canada		2010 – 2010
Sales Consultant		
NBS Technologies, Canada		2007 – 2008
Regional Sales Manager		
Oberthur Card Systems		2003 – 2006
Sales Consultant - Canada	2005 – 2006	
Regional Sales Manager – Asia-Pacific	2003 – 2005	
Alcatel Incorporated		1997 – 2002
Country Manager	1999 – 2002	
Sales and Marketing Manager	1997 – 1999	

EDUCATION AND TRAINING**B. Sc. Degree in Electronics and Communications Engineering**

De La Salle University, Philippines

Note: Assessed by WES (World Education Services) to be equivalent in academic level to a 4-year Bachelor's Degree from a Canadian University

VOLUNTEER

Newcomer Services for the Youth	2008 – 2010
Toronto District School Board	
• Tutors Math, English and Science to grades 5-12	