

Tom Bellis, MBA, BAS, BA

416.452.2138 | tombellis@sympatico.ca | www.linkedin.com/in/tombellis

Marketing Communications Professional

Forward-thinking, strategic individual with thirteen years of senior marketing experience in business and consumer markets and over twenty years in marketing communications discipline. Motivational leader known for clearly defining mission and goals, aligning people and resources, and consistently delivering results that exceed expectations.

Core business competencies:

- Inspirational Leadership & Business Management	- Financial Management Budgets P&L
- Digital Transformation – eCommerce IT MIS	- Personal Agility & Innovativeness
- Advocacy & Government Relations	- Agency & Vendor Management
- Strategic Outlook and Alignment	- Business Development Demand Generation
- Drive for Results and Efficiency	- B2B B2C B2G Integrated Marketing Strategies
- Project Management	- Communications Strategy
- Leveraging Collaborative Relationships	- Acquisitions & Retention Strategy
- Operations & Resource Management	- Brand Development & Awareness

PROFESSIONAL EXPERIENCE

SENIOR MARKETING MANAGER, April 2019 – Present

Patient News – Haliburton, ON (6 direct reports | \$195K CapEx | \$650K OpEx)

Member of senior leadership team, with key mandate in defining, developing and executing strategic sales and marketing plans that align with the overall corporate vision, mission and objectives across all channels.

- Develop and deliver, ongoing, integrated marketing strategy to support sales and revenue target increases of 10%+ year over year.
- Plan and manage overall marketing budgets and expenditures for all marketing tactics and channels.
- Strategically develop and implement digital, social and direct mail marketing plans for client acquisition and retention strategies for all advertising products including SaaS platform.
- Performed market research and competitive comparison analysis to enable the evolution of sales practices and provide direction to strategies based on market trends, industry insights, issues and challenges.
- Manage content, execution and marketing strategy for all sales and communication channels to maximize opportunities for demand and lead generation.
- Manage and work with editorial and design team to develop strategy for multi-media content for acquisition and retention tactics.
- Work with technology and product development teams to successfully launch new product and feature introductions that support core service offering, through effective marketing targeting, segmenting and execution of marketing and launch plans.
- Track analyze and report on success of marketing initiatives to determine effectiveness and refine and adjust programs as necessary.

DIRECTOR OF MARKETING, May 2012 – December 2018

Concrete Ontario – Mississauga, ON (2 direct reports | \$105K CapEx | \$250K OpEx | \$250M P&L)

Hands on leader that drafted and introduced an integrated marketing communication and market penetration strategy for the industry, association programs, membership and target markets encompassing a radical rebrand supported with a digital transformation of the organization. Prime contact and spokesperson for organization positioning and messaging and speaking engagement champion for industry initiatives.

- Conducted situational analysis for digital marketing transformation strategy to provide data for the new responsive website integrating customer relationship tools and marketing communications automation.
- Launched the new site with online registration and payment gateway contributing to a 4.3% increase in education and event registrations, 100% boost in visitors within two months advancing to 4.7% visitor increase month over month, 12.63%-page view increase with average session duration at 2.21 minutes.
- Chief information strategist for organization ensuring strategic vision of management information systems (MIS) and Information Technology systems aligned with strategic vision of organization and efficiencies.
- Performed a SWOT analysis to craft a social media strategy, policy and guidelines to seize maximum exposure.
- Authored an all-encompassing social media plan utilizing LinkedIn, Twitter, Facebook, and YouTube to optimize credibility, fortify relationships and stimulate engagement in the target markets.
- Analyzed existing communication needs and mediums to determine the optimum method for omni-channel strategy and other standalone communication methods to strengthen targeted communications.
- Mapped a communications framework and integrated into the website automating email distribution, generating a 19.6% increase in open rates and 4.4% increase for unique click throughs.
- Introduced a quarterly webinar program and content schedule to propel national, provincial and regional meeting attendance by 700%.
- Tasked with boosting brand awareness, strengthening stagnant advocacy and communications to the B2G and B2B national, provincial and regional markets, repositioning as the prime resource in the sector.
- Crafted a brand strategy and visual identity based on market needs and feedback for a situation analysis.
- Completed a fundamental brand overhaul selecting a new name, Concrete Ontario, to resonate with the audience elevating association status as the premier source for concrete.
- Responsible for government relations and advocacy strategy, targeting National, Provincial and Municipal issues effecting industry creating awareness, engagement and change management to achieve outcomes.
- Appointed to assess market potential for concrete as a pavement alternative to asphalt, executing SWOT analysis combined with a survey of B2B and B2G members to build a segmented pavements marketing strategy.
- Designed the marketing plan to include a stand-alone sub-brand highlighting the benefits versus asphalt, stimulating awareness and education on concrete.
- Built go-to-market and demand generation strategies and tactics to target Provincial and Municipal agencies that drove change in public standards and drove demand for concrete pavement products.
- Inspired market expansion and growth generating 34 designs in three years with a 23% project conversion rate generating 1.5M cubic metres of concrete and over \$200M in concrete sales.
- Addressed major health and safety concerns after an unacceptable level of pedestrian and cyclist collisions around the ready mixed concrete trucks as the association certified all 3200 trucks in ON.
- Built a resonating and compelling communication plan encompassing intense social media focused on industry members, drivers and school students on the blind spot areas of a ready mixed concrete truck.
- Captured 95% school participation to reach 1.9M students considered the highest profile public facing campaign in the industry and association and steered significant member and driver traffic to the dedicated website with 529 visits and 89 downloads of the driver and best practices guide.
- Propelled submissions of annual awards program by 22% and 38% year-over-year, boosted annual banquet registrations by 12.5% and 17%, optimizing productivity through online submissions and registration.

DIRECTOR OF MARKETING, May 2007 – May 2012

2nd Defense Inc. – Markham, ON (6 direct reports | \$165K CapEx | \$1M OpEx | \$3.5M P&L)

Renowned for getting things done, initiating action to enter a mature market and using niche products to gain significant market share in a short period. Development and introduction of new products, collaborating and partnering with sales channels to deliver on company results.

- Executed a market and competitive analysis disseminating information gathered to define a strategy as the company embarked on determining and building the initial brand and go-to-market strategy.
- Hired, coached, motivated sales & marketing group creating results driven, open & engaging environment.
- Stimulated product demand to elevate sales by \$650K in first year and doubled revenue in year two.
- Signed 25 teams in year one, advancing to a further 74 in year two, adding \$870K revenue.
- Expanded marketing reach and product exposure to a broader national and international audience.
- Advocated for and negotiated an innovative deal with the NHL and NHLPA acquiring a massive 1MM media impressions from players wearing the equipment, equivalent to \$550K in advertising.
- Formulated a competitive pricing strategy reviewing numerous financial and market variables including consumer segments, market conditions, competitor actions, trade margins, and input costs.
- Collaborated to conceive competitive advantage, value propositions and corporate visual identity; internationally trademarking industrial designs & brand, swiftly attracting market and customer attention.

ACQUISITIONS MARKETING MANAGER, May 2002 – May 2007

Bell Canada – Toronto, ON (15 direct reports | \$450K CapEx | \$4M OpEx | \$12M P&L)

Influenced the launch of a pioneering new field sales team and multi-channel marketing program to create an omni-channel experience across national, provincial and regional markets.

- Developed and managed multi-channel go-to-market strategy for new division of organization generating demand through contact center, direct mail, email, print, digital and event based experiential campaigns.
- Responsible for strategy roll-out and demand generation of new product & service introductions.
- Engaged with builders, developers, legal, and territory managers to develop new home buyer offers, driving customer response rate up 110% with a 51% conversion rate.
- Hired, trained and managed 15 field representatives in ON and QC to penetrate the rapidly expanding multi-dwelling residential unit market, scaling team up by 600% due to unprecedented sales.
- Utilized data from variety of sources to build communications plan to target customers with direct marketing campaigns resulting in a 6% conversion rate, adding \$250K monthly revenue.
- Generated a 12% response rate and 2.8% compounded annual growth with a new communications strategy to new home buyer’s due to deregulation.
- Reduced spiraling marketing costs from rapid expansion without affecting marketing initiatives, analyzing budget and costs to uncover areas of savings and efficiencies, stripping out expenses to cut costs by 3.2%.

AFFILIATIONS

Member | Canadian Society of Association Executives (Trillium Chapter)

International Member | Chief Marketing Officers Council

Member | American Marketing Association (Toronto Chapter)

Member | The Sales Management Association

TRAINING AND EDUCATION

Master of Business Administration | Laurentian University

Bachelor of Business Administration – Specialized Honours in Marketing | York University

Bachelor of Arts – Honours Communication Studies | York University

Bachelor of Arts – Honours Psychology | York University