

**HENRY TSE, Advertising & Marketing Consultant  
(905)886-4674**

**BUSINESS BACKGROUND**

Over twenty-years + sales marketing and training experience as a consultant to the small business community. Over 30-years in business operations and management experience.

**MAJOR CLIENTS (Past – Present)**

*Canada Post Corporation, Ontario Business Promotion Association, Business Development Centre, George Brown College, North York Library, Ontario Hydro, Markham Self Help Centre, Scarborough Self Help Centre, Canadian Small Business Institute*

**SKILLS & QUALIFICATIONS**

- Excellent communication and interpersonal skills
- Extensive experience in dealing with major national and local corporate and government clients
- Excellent analytical, logistics and problem solving skills
- Convincing presentation skills and ability to persuade people through to action
- Good team leader and motivator

**AREAS OF KNOWLEDGE/EXPERTISE**

- Business management and operations
- Business start-ups
- Marketing & sales management
- Import/export trade consulting
- Strategic business planning & market analysis
- Using the Internet and other current technologies to promote marketing efforts
- Public relations and industry liaison
- Marketing research & analysis
- Strategic business forecasting and development, financial analysis and planning
- Contract negotiations
- Human resources management, motivation & training

**SELECTED ACCOMPLISHMENTS**

- Top Admail Sales Associate in 1999/2000/2001, deposited 12,037,430 pcs. of Unaddressed Admail Generating \$846,544
- Last business seminar in Calgary & Edmonton was attended by more than 1,600
- Personally placed over \$2,500,000 sales for a major client
- Helped a client generate over \$500,000 extra sales from existing clients
- Helped a client market a new product that generated \$1,000,000 sales in its first year, personally producing more than \$100,000 of those sales
- Exhibited in more than 100 business trade shows since 1983, across North America
- Generated over \$100,000 sales in Internet training and web page advertising

**HENRY TSE, Consultant/Trainer  
(905)886-4674**

**EDUCATION**

2021	REAL ESTATE & MORTGAGE INSTITUTE OF CANADA REMIC Mortgage Agent Course (RMAC)
1987	ONTARIO SECURITIES COMMISSION <i>Mutual Funds Course</i>
1983	SENECA COLLEGE OF APPLIED ARTS & TECHNOLOGY <i>Licensing Agents Course (Ontario Real Estate Association)</i>
1979 - 1982	CENTENNIAL COLLEGE OF APPLIED ARTS & TECHNOLOGY <i>Business Administration</i>

**PROFESSIONAL DEVELOPMENT**

- Blueprint for Success in Your Own Business
- Invest for Success
- Success in Mail Order
- Success in Real Estate
- Financial Planning
- Import/Export
- Assertiveness & Sales Training
- Sales Training
- Personal Development
- Body Language

**DEPLOYMENT HISTORY**

DOMINION LENDING – YORK Mortgage Financial <i>Mortgage Agent</i>	April 2021 – Present
BENCH-STRENGTH MAIL ASSOCIATES CANADA POST CORPORATION <i>Admail Marketing Specialist</i>	March 2001 - Present July 1997 – February 2001
CANADIAN SMALL BUSINESS INSTITUTE <i>Trainer/Consultant</i>	Nov 1983 – May 1997
GUTHY-RENKER INTERNET <i>Canadian Marketing Co-ordinator</i>	Mar 1996 - Dec 1996
UNIGLOBE TRAVEL (Eastern Canada) <i>Franchise Licensing Advisor</i>	Sept 1994 - Nov 1995
CHARLES J. GIVENS ORGANIZATION OF CANADA INC. <i>Manager of Logistics and Scheduling Supervisor of Seminar Managers and Sales Co-ordinators</i>	Oct 1991 - Aug 1994
MICROMEDIA LIMITED <i>Information Officer Project Leader</i>	Apr 1990 - Oct 1991

## **SCOPE OF RESPONSIBILITIES**

### *Sales Management, Operations & Administration*

- Organised and managed a sales organisation in all market segments, with concentration in financial, real estate and small business seminars- 3 –
- Formulated objectives, business plan and programs that resulted in the optimisation of the existing customer base and the penetration of new market opportunities
- Effected sales growth of up to 500% for clients
- Helped research and develop market strategies to open markets for new products and to investigate product feasibility
- Assessed and reviewed business plans for start-up and existing businesses, including reviews of marketing, finance and operations

### **Marketing & Corporate Communications**

- Developed marketing plans and advertising strategies that derived from market analysis and were specifically targeted at market segments
- Supervised the editorial development, design and production of corporate publications
- Compiled and analysed market intelligence, research data and internal performance indicators for presentation to clients, business development committees and management boards.

### **Human Resources Management**

- Directed staff of sales, service and administrative employees
- Supervised all levels of management, sales and administrative staff, inclusive of hiring and termination, training and motivation
- Effectively delegated responsibilities, upgraded employee calibre through training and development to ensure growth of their knowledge and performance
- *Promote and maintain team spirit within the company as well as ensuring a high level of staff morale*

## **PAST PROFESSIONAL AFFILIATIONS**

- Vaughan Chamber of Commerce
- The Board of Trade of Metropolitan Toronto
- The Markham Board of Trade
- The Ontario Business Promotion Association
- Toronto Mandarin Lions Club

## **REFERENCES**

Upon Request – see attached