

Ashalee Mohamed

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HIGHLY ACCOMPLISHED GENERAL MANAGER & VP

STRATEGIC BUILDER - CHARISMATIC LEADER - CUSTOMER FOCUSED - TRUE INNOVATOR

A seasoned and highly qualified leader who excels at achieving outstanding business results. A proven contributor who delivers bottom line focus and clear direction, while building highly motivated and engaged business stakeholders. Highly effective in leading and promoting change.

Recognized for demonstrated financial and commercial acumen, as well as the ability to seamlessly align customer, employee and stakeholder objectives. Pragmatic approach to company restructuring, revenue diversification and business turnaround situations. Exceptional track record of building stakeholder value.

CORE COMPETENCIES

- Strategic Planning and Execution
- P&L Management
- Sales and Business Development
- Human Resources
- Leadership and Teamwork
- Revenue Profit and Growth Management

CAREER HIGHLIGHTS

- 16+ years of accomplished senior level executive leadership with a track record of successful strategic, sales and tactical leadership within the travel, private investigation and legal industry.
- Ground-up strategic business plan creation and implementation of organization processes, growth, succession planning resulting in a year over year growth of 70% in organizational revenue.
- Successfully initiated, grew and maintained highly complex relationships with new and existing internal and external stakeholders including growth of B2B sales from 20% to 45% in a three year period directly impacting brand awareness and growth within the B2B network and overall organizational revenue
- Directly responsible for \$2.1M increase in net profit within 3 years of leadership
- Proven ability to create and guide company vision, foster collaboration and communication with a creative and positive attitude driven from a steadfast commitment to client satisfaction and employee excellence.
- Championed Adventure Canada's company vision and strategy, targeting new processes directly delivering the largest growth period in company history by developing brand positioning, communication, sales and marketing strategies to increase total clients by 125% in a three year period

PROFESSIONAL EXPERIENCE

ADVENTURE CANADA, MISSISSAUGA

General Manager & VP of Sales

2015 – July 2019

Reporting directly to the CEO, overseeing and directly managing all internal and external stakeholders of a rapidly growing family owned medium sized expedition cruise company specializing in Arctic travel, education and community experience. Firsthand management of the overall operation and profitability of a 200-passenger vessel generating over 20.4M in revenue annually. Directly responsible for 6M in additional revenue growth driven from 2015 to present.

Key Contributions

- Led the company to its highest ever NPS score of (8-10) which equated to a 23% returning passenger rate for trips 2-5 and 46% returning passenger rate for 6-10 trips.
- Increased and created employee growth by 74% with less than 5% attrition rates annually.
- Developed ground up Human Resources department, policies, procedures, compliance and quarterly reporting working in tandem with the HR Manager to support a rapidly growing medium sized international operation.
- Directly provided 1on1 coaching, mentorship and project management for all managers and executives aligning to the strategic business plan, mission, vision and values.
- Overhauled company organizational structure with departmental restructure protocol and procedures to accommodate overall business trends and rapid growth.
- Initiation of full cycle performance management including creation, implementation and management of the annual performance, progressive disciplinary policies and practice and workplace accommodation

General Management

- Oversaw and responsible for 70% growth in business from 2015 to 2018.
- Evaluated cost versus value proposition implementing consistent and enhanced revenue strategies to increase profit margin and company EBITDA.
- Led 3-year strategic planning through heavy consultation and fact-based analysis resulting in focused and prioritized departmental KPI's.
- Reinvigorated company mission and vision including a company wide consultation process focusing on internal and external practices and contributions to the regions in which we travel.
- Responsible for initiating and overseeing annual reports, quarterly KPI, OKR and NPS creation and management, organizational accountability, budget management, service platforms, work plans and contract agreements.
- Championed the introduction of enhanced accountability measures specific to cost reduction, budgetary parameters, quarterly reporting and continuous improvements with best practices which resulted in driving profits and increasing in market growth.

Sales

- Identified and leveraged new business lines such as travel alumni's and maximized global growth; i.e. Australia
- Successfully managed, organized and executed a number of annual large and small scale events including corporate events such as; Travel and Adventure Shows, RVC, NTA , USTOA and Travel Mart.
- Creation of revenue protection with implementation of price guarantee policies and practice for all sales models.
- Responsible for retaining existing corporate clients, improving outreach tactics, attracting new audiences, and partnership initiatives.
- Manage content for a variety of communication and marketing collateral including in-house newsletters, websites, annual reports, news releases, social media platforms and promotional campaigns.
- Led the success of onboard sales achieving \$1M in onboard sales during the 4-month sailing season.

INVESTIGATIVE RESEARCH GROUP, BARRIE ON

Vice President of Sales and Client Solutions

2012 – 2015

Reporting directly to the CEO, overseeing and directly managing all sales and client service mandates for a medium sized Private Investigation company specializing in investigating white collar fraud and claim malingering. Responsible for 50% growth of sales revenue during the VP and Director roles.

Key Contributions

- Directly managed 25% of company's entire business portfolio.
- Successfully increased business revenue by \$2.5M retaining total portfolio of \$5M yearly revenue.
- Managed and oversaw creation, compliance and delivery of reporting, strategic development and solutions-based business objectives directly tied to company mission and client satisfaction.
- Directly responsible for high sales closure ratios directly linked to increased profile revenue generation.
- Prospected clients converted leads leading to steady growth of multiple corporate lines of business.
- Strong communication and presentation abilities to B2B, legal and Fortune 500 companies.
- Steadfast negotiation and persuasive abilities to convert prospective stakeholders and decision makers.

Director of Sales and Marketing

2006 – 2012

Key Contributions

- Managed and grew a successful sales team by 75% across Ontario
- Responsible for growing revenue from \$2.5m to \$4m
- Managed all marketing efforts such as newsletters, ads, promotional and digital campaigns
- Evaluated marketing channel and click through metrics and ratios to continue enhancing ongoing marketing strategies and implementation

Account Sales Executive (Outside Sales)

2005 – 2006

Private Investigator

2003 – 2005

FORENSICS INVESTIGATIONS CANADA, MISSISSAUGA, ON

Private Investigator

2002 – 2003

EDUCATION

- 2000** **Champlain College, Vermont (attended here on full soccer scholarship)**
Associates Degree, Crime and Criminal Justice
- 2002** **University Of Guelph**
Honours, Bachelor of Arts – Major Criminology, Minor Public Policy

CERTIFICATION

St. John's Ambulance Certificate: Emergency First Aid with CPR C + AED

JHSC- Joint Health and Safety Certified, both employee and manager

TICO certified, both employee and manager

Proficient in Microsoft Office, CRM management and implementation, project management software.

Competent in regulations ESA, AODA, Pay Equity Act, WSIB/STD/LTD, Human Rights, OHSA