

DANIEL BRUCH

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EXECUTIVE PROFILE

A results-driven business leader with a track record of success in business development, marketing, and sales, working with small start-ups to large global organizations. A strategic thought leader known for solving complex business challenges by aligning customer objectives with company goals. An excellent communicator and entrepreneurial collaborator with a proven ability to lead, influence, and promote from ideation to execution.

CORE COMPETENCIES

- Go-to-market strategy and sales execution.
- Strategic thinking and business transformation.
- Marketing delivery and customer experience.
- Contract negotiation and client management.
- Budget, planning, administration and forecasting.
- Team leadership and collaboration.
- Partner and vendor management.
- Project management (Lean, Agile and Waterfall).

PROFESSIONAL SUMMARY

Hydraulic Marketing Group

VP, New Business Development (3-month contract), 2023

- Spearheaded the identification and engagement of new client opportunities in Experiential Marketing services space, reporting directly to the company founder.
- Developed comprehensive go-to-market strategies, including refining marketing collateral, devising targeting strategies, incorporation of research tools, and implementing effective engagement practices.

INNOCEAN Canada

Director, New Business Development, 2020-2023

- Established and led a strategic sales program for an advertising agency, leveraging technology tools to standardize and measure sales activities effectively.
- Crafted go-to-market strategies that significantly increased opportunity identification, pitch activity, and more than doubled customer base.
- Drove discipline and client-centric engagement throughout the sales process, resulting in client growth and enhanced agency awareness.
- Member of the Canadian Executive team.

American Express Bank of Canada

Director, Small Merchant Acquisition, 2014-Dec 2018

- Directed multiple merchant acquiring channels, achieving over 90% of new merchant signings and managing extensive partner and vendor relationships with a multi-million-dollar budget.
- Overhauled legacy partner programs, developed new fintech partner sales channels, and restructured vendor and online channels, driving record portfolio growth.
- Defined and implemented strategic vision for global merchant acquisition partnership, exceeding key performance metrics and contractual commitments.
- Defined and implemented strategic vision for Japan Credit Bureau global merchant acquisition partnerships in Canada increasing performance metrics from underperforming to significantly above contractual commitments.
- Member of the Canadian Merchant Services leadership team.

Senior Manager, Inbound Business Development & Process Improvement, 2010-2013

Manager, Channels and Special Projects, 2009-2010

- Revamped acquisition channels for new merchants, enhancing inbound, outbound, and online strategies.
- Key player in boosting brand awareness via employee recognition initiatives and revitalizing national merchant visit events.
- Transformed declining inbound channel into a premium account management channel, driving significant growth metrics, including a 41% increase in credit card charge volume.
- Implemented successful SEM, SEO, and display ad campaigns, resulting in three years of consecutive online signing growth.
- Collaborated with U.S. Merchant team to launch online portal for card member reporting, adopted by three global regions.

Canon Canada Inc.

Regional Marketing Manager, 2008-2009

- Lead B2B marketing and training team for Ontario and Nova Scotia, significantly driving equipment revenue and sales growth.
- Developed and executed targeted marketing promotions, product training, and sales initiatives, resulting in increased sales and market share for Ontario regions.
- Managed a multi-million-dollar budget, resulting in over half of the division's total revenue.
- Increased target market sales by 30% while maintaining a 29% growth profit margin through price, promotion, and product strategies for 142 sales representatives, 16 sales managers and 2 sales directors.
- Member of Canon's B2B leadership team.

Associate, Leadership Development Program, 2006-2007

- Selected for prestigious Leadership Development program, undergoing intensive training across multiple business areas.
- Successfully streamlined pricing support model for salesforce, reducing turnaround times by 50% in B2B direct sales division.
- Played a pivotal role in the launch of Canon's digital print press, contributing to its success at trade shows.
- Led planning and pricing support model revision for B2B wholesale group, enhancing operational efficiency.
- Managed outsourcing projects for Montreal and Markham warehouses, receiving special recognition from Canon Americas.

Account Executive, 2005

- Delivered 191% of sales target.
- Increased Canon's brand exposure in the Vancouver marketplace.

Early Career

Additional experience includes multiple sales and technical roles in B2B sales with Xerox and Danka and medical research roles at the University of British Columbia and the University of Alberta.

EDUCATION

Currently enrolled in MBA Program, University of the People
Certificate in Leadership Excellence, Harvard Business
Bachelor of Science in Biology, University of Victoria

RECOGNITION AND PERSONAL INTERESTS

- Recipient of multiple awards including True North Star Award and Chairman's Award at American Express and Spirit Award for Canon Americas
- Advanced Toastmaster
- All-Canadian in Running, Canadian College Athletic Association
- Volunteer work with Oakville Minor Hockey Association and Highlands Nordic