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Addenda Capital is an investment management firm that provides customized solutions for institutional and high net worth clients. With offices in Montréal, Guelph, Regina and Toronto and a team of over 35 investment professionals, Addenda offers traditional and alternative investment solutions. <http://www.addenda-capital.com/>

## **Sales Manager, Western Canada**

We are currently looking to hire a Sales Manager for Western Canada, for a full-time and permanent position in our new Vancouver office.

Under the supervision of the Senior Vice President, Sales & Client Service, you will develop the required plans and strategies to build Addenda's money management business in the Western Provinces (Alberta, British Columbia, and Saskatchewan).

### **Responsibilities:**

- Research, define and analyze market trends and segments, potential clients and identify opportunities;
- Identify areas of growth, set sales objectives and develop plans to expand the distribution of Addenda's products to existing and new markets, including the development of sales call programs. Evaluate existing capabilities and identify weaknesses relative to market demands;
- Develop a thorough understanding of Addenda's services and product offerings to effectively communicate value-added propositions to new clients;
- Create and develop corporate tools to improve the presentation of Addenda's products;
- Create, develop and deliver compelling sales presentations to show advantages of the firm's investment strategy, portfolio performance, new products and related market developments to prospective clients;
- Support, develop and maintain new and existing client and consultant relationships through timely and consistent contacts;
- As the business expands, build and manage a professional sales staff.

### **Requirements:**

- University or College degree in a related field
- At least five years experience in the institutional money market management or sales of institutional money management products
- CFA designation
- Business acumen
- Ability to build rapport with new clients as well as build and maintain excellent contact with Investment Consultants. In depth understanding of the role of Investment Consultants within the pension environment.
- Motivated by achieving superior sales results and client service
- Strong consultation and closure skills
- Effective time management and organization skills
- Excellent communication skills and team oriented;
- Ability to take initiative and self-starter

**Salary :** Based on experience.

Should this position be of interest to you, send your resume before June 25<sup>th</sup>, 2010, by e-mail to [m.fregeau@addenda-capital.com](mailto:m.fregeau@addenda-capital.com) or by fax at (514) 287-7200.

*Note that only candidates selected for an interview will be contacted.*