

**Galen Sonntag, 543 Scissons Cres., Saskatoon, SK, S7S 1A6, [gsonntag@sonntag.ca](mailto:gsonntag@sonntag.ca)**

Personal Resume of Galen John Sonntag

September 17, 2009

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Forward thinking, tech-savvy, experienced marketing professional seeking challenging and rewarding opportunity to display creativity and versatility. Commitment to leadership and strategic planning with project management, product development, and business development experience. Excellent communication skills, adept at dealing effectively with internal and external customers.

### **Employment History:**

#### **August 2001 to Present**

Employer: Cover-All Building Systems, Inc.  
Position: Director of Marketing

##### Accomplishments:

- ⇒ Helped the company grow by 400% in the 8 years I have lead the Marketing department
- ⇒ Launched 4 new major building lines which today account for 25% of company revenue
- ⇒ Led the product evolution of all our major product lines to improve the performance, financial return, and customer acceptance
- ⇒ changed the management of our website and online marketing from an outsourced necessity to an in-house managed strategic marketing asset
- ⇒ Evolved the Marketing team from an advertising management and artwork team to a strategic thinking group working on a rolling plan of 3 to 12 months ahead of the sales channels
- ⇒ Lead a team of 16 Marketing team members in developing and executing the strategic marketing plan around the world for all three brands of Cover-All and all sales channels
- ⇒ Lead the new product development process and product evolution to continually fuel new revenue sources
- ⇒ Develop and manage a multi-million dollar marketing budget including the allocation of marketing resources into strategically selected market segments
- ⇒ Lead the development of our brand websites and online marketing activities
- ⇒ Interact with our sales channels on a daily basis to gather insight into key trends in the market place and ensure the execution of the marketing pan activities are well communicated and anticipated by the sales channels
- ⇒ Work with suppliers and publishers to ensure our marketing investment is well spent and gains us the most value per dollar spent
- ⇒ Work within the Corporate Leadership Team to develop and implement corporate wide strategic initiatives

#### **October 1996 to August 2001**

Employer: SaskTel and SaskTel Mobility, Regina, Sask.  
Position: Marketing Manager, Business Solutions, SaskTel Mobility

##### Accomplishments:

- ⇒ Developed distribution channel strategy for SaskTel's Data & Integrated products
- ⇒ Member of new service development team for Managed Network Solutions
- ⇒ Launched Lightning Mobile Commerce (wireless/mobile debit & credit card processing)
- ⇒ Led development of Value Added Reseller agreements for wireless data network access
- ⇒ Achieved subscriber growth of the FleetNet 800 system to over 30% annual growth in the last two years
- ⇒ Launched the Wireless Internet service in October of 1998, first of it's kind in Canada
- ⇒ Managed all Business customer segments for wireless communication services including cellular, Digital PCS, FleetNet 800, Wireless Data, and paging
- ⇒ Exceeded growth forecasts for business portfolio by 43% in 1999
- ⇒ Worked with business development department to introduce new wireless solutions to the business market, including vertical market service bureaus
- ⇒ Performed pricing and financial analysis, market research, promotion and advertising development
- ⇒ Managed implementation of Marketing initiatives including feasibility studies, documentation, channel training, tracking, and post activity analysis

**January, 1996 to October, 1996**

Employer: Agriculture and Agri-Food Canada, Swift Current, Sask.

Position: Economic Research Analyst

Duties:

- ⇒ Economic, energy, and statistical analysis of agricultural research studies.
- ⇒ Development of computer programs (SAS and FORTRAN) and spreadsheet models for price scenario analysis, risk analysis, economic and energy performance comparisons.
- ⇒ Writing of scientific papers for submission to research journals.
- ⇒ Data and statistical analysis.

**June, 1991 to December, 1995**

Employer: National-Spar Inc.

Position: Director of Marketing Services and Brand Manager

Accomplishments:

- ⇒ Led brand development and brand launch teams
- ⇒ Strategic market & business planning
- ⇒ Managed Marketing administration and departmental operations
- ⇒ Competitive market analysis
- ⇒ Managed portfolio of as many as 11 individual brands consisting of 4000 items
- ⇒ Led marketing department in forecasting, promotional material development, pricing system design and maintenance
- ⇒ Main customer contact for Canadian Tire and Beaver Lumber (2 largest customers)
- ⇒ Prepared and maintained budgets and performance reports

**Education:**

University of Saskatchewan

Date of Graduation: May 1991

Degree: Master of Business Administration (MBA), Specialization in Marketing

University of British Columbia

Date of Completion: October 2000

Degree Received: Certificate in Internet Marketing

Lewis-Clark State College, Lewiston Idaho

Cumulative GPA: 3.62

Graduation Date: May 1988

Honors Received:

1988 President's Award for Most Outstanding Graduate

1988 NAIA District 1 Scholar Athlete (Baseball)

1987 First Team All-American and Academic All-American (Baseball)

1987-88 National Collegiate Leadership Award

Degree received: Bachelor of Science, Business Administration

### **Recreation and Personal Interests:**

Outdoors activities including camping hunting, and fishing and volunteer coaching for hockey and baseball.

### **Personal Business Ventures:**

Started in 1996, *KB SportSupport* was my first entrepreneurial venture in cyberspace. *KB SportSupport* was dedicated to the information needs of amateur coaches and team managers. It is a combination of my self-taught computer skills and a life-long interest in sports. The current distribution system consists of a web site ([www.sonntag.ca/sports](http://www.sonntag.ca/sports)) and agreements with provincial and local amateur sports associations.

In 1999, I entered into a partnership to launch [www.PrairieOutdoors.com](http://www.PrairieOutdoors.com) . This business is an online advertising portal for Guides, Outfitters, Lodges, Resorts, and Campgrounds. A series of online relationships and traffic builders has grown the site into the destination for outdoors adventure information in the Canadian Prairie Provinces.

### **References**

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