



DAVID GIGUÈRE

20 YEARS+ EXPERIENCE



davidgiguere@videotron.ca
514 206-3000

DIGITAL
MARKETING

TRADITIONAL
MARKETING

STRATEGIC
MARKETING

DISRUPTIVE
MARKETING

PRINCIPLE

"Shareholders' Value Creation starts
with Customers' Value Creation."

DAVIDGIGUERE.COM

PROFESSIONAL EXPERIENCE

2017 -

GROUPE TOUCHETTE INC.

VICE PRESIDENT MARKETING & MERCHANDISING

- At the heart of the development & implementation of a new and structuring Go-to-Market approach: the Merchant Turnover;
- Responsible for Merchandising (product/price) Strategy, as well as Marketing, Research, Digital Strategy & External Communication (B2B & B2C);
- Leading all 60 retail outlets (corporate, franchises, banners).

Achievements

- Margin increase +1.5%, sales +12%, sku base reduction by 10% YTD;
- Buy-In from most of all 500+ employees (two-step flow approach) and better integration with top vendors (VMI, VBA);
- New Marketing & Merchandising structure.

2015 - 2017

MARCIL MATÉRIAUX RÉNOVATION (Lowe's/RONA inc.)

VICE PRESIDENT MARKETING & MERCHANDISING

- Leading & executing a major digital turn around by centralizing data bases into one warehouse yielding a unified customer view, and customized multi-channel experience, thanks to the Big Data;
- Refreshing and rejuvenating the Brand, both inward and outward.

Achievements

- Retail comp sales of +5 % YTD, trafic + 10%.



MARCIL MATÉRIAUX RÉNOVATION

"David is an exceptional individual because he knows how to adapt marketing strategies by listening to and involving the different team members, such as operations, purchases or Human Resources. An outstanding leader and motivator, he was able to set up means to determine the needs of the customers and rally the teams so that all work in the same direction. By getting involved in the field (store level), David developed marketing strategies that reflected Marcil's own identity."

FRANÇOIS MARCIL

President & owner of MARCIL 1976-2016

MARCIL
MATÉRIAUX ET RÉNOVATION

2013 - 2015

RÉNO-DÉPÔT (RONA inc.)

MARKETING EXECUTIVE DIRECTOR

- Bringing back to life a New an Improved Réno-Dépôt Concept, both commercially and financially;
- Developing and executing the new positioning strategy strategy (Merchandising, Marketing and Operations) in the 16 store chain in 8 months, as well as opening three new stores in two months;
- Developing & implementing the major phases of a new & robust digital strategy "Click & Pick Up" ecommerce platform;
- Leadership Role representing the New & Improved Réno-Dépôt within the entire organization and at store level.



DAVID GIGUÈRE

RETAIL & B2C



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PRINCIPLE

"In order to create shareholders value, one must first create value for the customers."

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Achievements

- Differential sales growth of +14 % comp between 2013 & 2014; then + 5 % in 2015 and + 6 % in 2016;
- Store traffic/transactions increase + 8 % average over three years.



RONA INC.

"In my forty plus years of experience I have worked with many Vice-Presidents and Directors of Marketing in the retail industry. In my opinion David Giguere ranks in the very upper echelon. David is a creative, innovative, strategic, and disciplined leader. He has a terrific personality that allows him to work well with others at every level of an organization. David is always challenging himself and others to find better ways to achieve outstanding results and never settles for the status quo. He has an excellent work ethic along with a great determination to succeed. David is very intelligent and as a result is a quick study.

I would highly recommend David Giguere to your organization if you are looking for a dynamic marketer and leader that will help guide your company to your next level of success."

BOB WITTMAN

*Retail Business Specialist and Executive Coach
(senior consultant part of the project
Réno-Dépôt, 2013-2014)*

WITTMAN & ASSOCIATES
BUSINESS IMPROVEMENT SPECIALISTS

2010 - 2013

MARKETING EN AMONT

DEVELOPMENT & ACTIVATION OF MARKETING STRATEGIES

Main Mandates

2012-2013 CHIEF CUSTOMER OFFICER, MAIBEC INC.

- Developing of a "Customer Centric" approach.

2011 -2012 VICE PRESIDENT MARKETING, BOUTIQUE LE PENTAGONE INC.

- Planning a new positioning for Pentagone;
- Implementing a product strategy decision making grid;
- Creating and executing a new in-store merchandising approach (including store training);
- Despite a 30% inventory reduction (YTD), overall positive sales differential of 12%.



BOUTIQUE LE PENTAGONE INC.

"David generates innovative and creative strategies, so essential for businesses nowadays. Even more importantly, he is a motivating leader who knows how to implement the strategies and make them concrete with all the employees of the company.

He is an extraordinary communicator who energizes and rallies all employees towards the common goal (s), with an extremely human approach.

David is result oriented and has constant focus on sales, day after day. He is a professional of great value, loyal who works hard. For all these reasons, I strongly recommend him!"

JEANNOT LANGLOIS

*Executive General Manager at Boutique
Le Pentagone 2011-2012*

PENTAGONE



**DAVID
GIGUÈRE**

AGENT OF CHANGE



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PRINCIPLE

“Good positioning means
being UNIQUE,
RELEVANT & REAL.”

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2008 - 2010

GROUPE JUSTE POUR RIRE INC.

VICE PRESIDENT, SALES & MARKETING

- Direct report to the Group's CEO;
- Supervising a team of 30 pers.+ (15 mkt, 15 sales);

Achievements

- Implementation of Business Intelligence projects (data minig): ecommerce, data warehouse, Web Strategy 2.0, Customer Relationship Marketing strategy.
- Sales increase for the Mtl Festival of 13% comp (from \$72 million to \$81 million);
- Early up sales strategy through increased & intensive use of Relationship Mkt (\$1 million over LY between December & January).



GROUPE JUSTE POUR RIRE INC.

“At Just for Laughs, David was able to put together and mobilize a team of great value and he developed an exceptional marketing plan. His collaboration with his colleagues was very much appreciated. I recommend David without any restriction.”

ALAIN COUSINEAU

Chief Executive Officer

Groupe Juste pour rire 2007-2009

**Juste
pour
rire**

2005 - 2008

QUEBEC CASINO CORPORATION INC.

VICE PRESIDENT, MARKETING & SALES

- Direct report to the COO;
- Head of a 50+ teams;
- Budget of \$18 million.

Achievements

- Developing a corporate branding and positioning strategy with its execution implemented at every level of the organization;
- New commercial efforts optimization based on Pareto Law principles used in refined customer base analysis (data mining);
- New positioning implemented through different means:
 - Multi-level presentations, from Loto-Québec top management all the way to floor employees, including Union leaders (“Buy-In”);
 - Positioning implementation committees in every Business Units (“Buy-In”);
 - Development of specific and adapted strategies in I.T., CRM, Sales, Customer Service, HR, Products, floor & space designs as well as marketing (incl. research) based on the new positioning.
- The Customer Optimization Strategy yielded \$1 million savings in 2007 (Bottom Line).



SOCIÉTÉ DES CASINOS DU QUÉBEC INC.

“David is talented, committed, creative and focused on results. It was a pleasure to have David's collaboration with us. His contribution to our evolution and positioning is still present today.”

CLAUDE POISSON

Chief Operating Officer SCQ, 2002-2015

**CASINOS
DU QUÉBEC**



DAVID GIGUÈRE

OUTSIDE-IN MARKETING



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PRINCIPLE

"Do the right things first,
then do the things right.
Not the other way around."

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1997 - 2005 **RONA INC. (Réno-Dépôt, Kingfisher plc)**
2003 - 2005 **VICE PRESIDENT, DEVELOPMENT STRATEGIES (RONA)**

Achievements

- Actually succeeding in presenting a positioning matrix for all RONA banners;
- Réno-Dépôt sales increase of 2.5% (comparable 2003-2004).

2001 - 2003 **VICE PRESIDENT, MARKETING (Réno-Dépôt inc.)**

Achievements

- Maintaining Réno-Dépôt as one of the most liked Brand in Quebec (ranked # 3 overall in 2000);
- Increase of the *Outside Draw* up to 50% (RONA same time: 40%). *Inside Draw* of 80% (RONA 50%).

1996 - 2001 **DIRECTOR, MARKETING (Réno-Dépôt inc.)**

Achievements

- Sustaining and partaking in a 10%+ growth yearly, including the opening of 13 new stores;
- Launching a new banner in Ontario (The Building Box);
- Supervising of a Corporate Branding change, including corporate logo, signature and positioning.



RÉNO-DÉPÔT INC.

"Smart, strategic, great leadership skills ... David has a very good business sense and a rare marketing & strategic capacity."

SYLVAIN TOUTANT
Chief Executive Officer
Réno-Dépôt 1999-2003



EDUCATION

1993 **MASTER'S DEGREE IN COMMUNICATION SCIENCE (M.SC.)**
UNIVERSITÉ DE MONTRÉAL

1989 **BACHELOR'S DEGREE IN PUBLIC COMMUNICATION (B.A.)**
UNIVERSITÉ LAVAL

PROFESSIONAL COURSES

2010 **MICHELLE BLANC, CONSULTANT - Montréal, QC**
• Social media & Web 2.0 (private sessions)

2006 **HARVARD BUSINESS SCHOOL - Boston, MA**
• Strategic Negotiation

2002 - 2004 **BABSON EXECUTIVE PROGRAM - Boston, MA**
• Leadership & Influence
• Category Management

2004 **ÉCOLE PARLIMAGE - Montréal**
• Public speaking & Facing the Media