

# Heather Tulk

Strategy

Leadership

Results

Experienced Revenue Growth executive with deep experience in marketing, sales, customer experience and P&L Management

About Heather

Award winning change agent in both B2C and B2B markets

Customer driven, Tech savvy, people focused

Authentic, Transparent leader

Customer Focus

Heather sees the angles others don't see & she gets stuff done

Strategic Vision

Engaging Leadership

Detailed Execution

## Recognized expertise

- ✓ Ability to set strategic vision and link operational plans for near-term results
- ✓ Exceptional customer focus and customer behaviour understanding
- ✓ Expert in transformational change leadership
- ✓ Digital innovation leader with deep technology savvy
- ✓ Exceptional financial insight, P&L Management and business operations experience
- ✓ Superior stakeholder communications, including Board, employee, public and investor relations experience



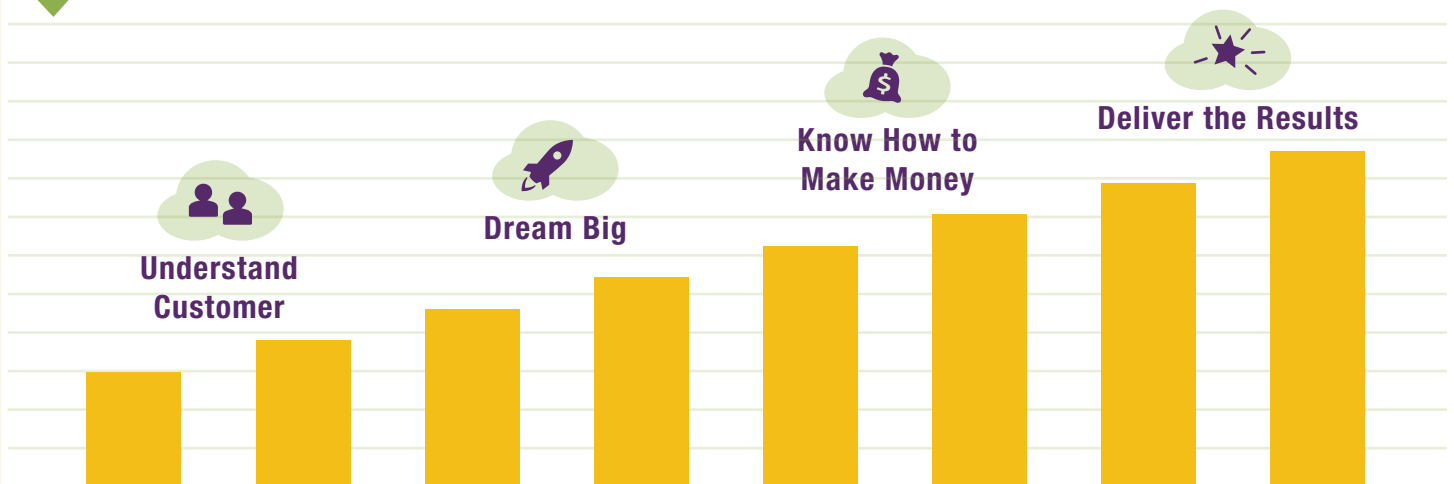
Goal

Executive leadership role in an organization seeking growth, innovation and change

## Contact

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- Linkedin: [ca.linkedin.com/in/heathertulk](https://ca.linkedin.com/in/heathertulk)

# Heather turns customer knowledge into business results



**Customer Zealot**  
My curiosity around how customers think, feel and act is boundless

**Action Oriented**  
I believe in constantly making things better



**Strategic Thinker**  
I see the whole business and unlock the opportunities

**Authentic Leader**  
Transparent, open, engaging

## Key Success Examples



- Redesigned sales and delivery programs, resulting in dramatic sales and loyalty improvement
- Delivered category leading revenue growth
- Developed and delivered Omni-channel and retail store transformation programs
- Created holistic customer perception, satisfaction and loyalty analytics programs
- Launched industry leading cloud and managed service offerings
- Experience as corporate spokesperson in investor relations and public communication

- Designed and delivered end-to-end customer experience transformation programs
- Introduced industry leading social sales and service programs across multiple social media platforms
- Architect of successful enterprise rebranding programs and management of market communications program for major Canadian brands
- Developed and managed multi-year product roadmaps for innovative new business lines
- Successful leadership of teams both small (<5) and large (>1900)

# My Credentials

## Work History

**2010 - 2014**

**Senior Vice President  
Marketing,** Bell Canada

**2006 - 2010**

**Chief Sales, Marketing  
and Customer Care  
Officer,** Bell Aliant

**2003 - 2006**

**Business Unit Leader  
and Head of Marketing,**  
Aliant

**2000 - 2003**

**Head of Field Service  
and Retail Channels,**  
Aliant

**1994 - 2000**

Progressive assignments  
in service development,  
advertising, product  
management, investor  
relations and  
merger integration

## Education



Directors Education Program,  
Rotman Business School & Institute of Canadian Directors



Global Leadership Fellowship, International Women's Forum



MBA, Marketing & Finance, Queen's University



Canadian Securities Course (Hons.)



B.Comm. (Hons.), Memorial University

## Merit Achievements

Canadian Board  
Diversity Council  
Diversity 50

WXN Canada's  
Most Powerful  
Women  
Top 100

Progress  
Club of Halifax  
Women of  
Excellence Award

Canada's  
Top 40  
under 40™

Memorial  
University  
Birks Medal

## Community Roles

*Board Member*  
International  
Women's Forum  
Toronto

*Director*  
Canadian Marketing Association

*Director*  
Smiling Land Foundation

*Past Director & Chair*  
HR & Pension Committee, Marine  
Atlantic Inc.

*Past Chair*  
Halifax Chamber  
of Commerce