

## **Example - Branded Bio**

**PAUL COPCUTT**

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### **CAREER PROFILE**

*Paul Copcutt is an experienced and credible senior business development and marketing executive with more than 15 years at one of Canada's most respected medical industry companies, namely Evolution Healthcare. His work assignments have included roles in Toronto, nationally across Canada as well as connections internationally in the USA and beyond.*

*Paul has developed exceptionally strong strategic relationship building skills that have generated impressive sales accomplishments across a number of sectors, diverse customer profiles and business environments. He is comfortable working at any organizational level but has spent the last 6 years leading teams that are working with senior healthcare leaders in major hospitals. He has spearheaded the sales and marketing efforts for Evolution that has generated significant exposure and required a creative approach with strong leadership and team collaboration skills.*

*Paul excels at opportunities where he can position the benefits of working with a company, by building credibility and value in their offering and leveraging resources to increase perceived customer value thereby creating competitive advantage. He enjoys taking charge of an opportunity and leading a multi-functional team to a successful outcome. However his experience also has involved full P&L focus requiring him to be both a strategic thinker and someone that can assess a situation, identify key issues and priorities, and develop methods and processes to critically analyze information, prepare and present succinct reports and lead action.*

*In addition to his business accomplishments, Paul is a graduate from the University of London and has been identified to attend key global*

*management and leadership programs both internally and externally. He is a highly energetic and driven business professional who quickly adapts to meet new business challenges. He is extremely customer-focused, an effective and engaging communicator, and an individual capable of making significant and continuing business contributions.*

*Paul, most likely, expects to continue to focus his career in the health sector where he has achieved a great deal and is viewed by many as a key leader and partner. He is also very comfortable working with all types of healthcare providers (Public/Private), clinicians and has led the Government relations both nationally and provincially for the last 2 years.*

*His skills and experience, however, are certainly transferable to a number of other industries where change is occurring and there is a need to view the sales and marketing process and customer relationship strategically and support actionable processes and plans.*

*A successful and ambitious individual, he is seeking a senior VP or C-level role with a company that is regarded as a leader in the field, medium to large in size, highly customer focused, a work culture committed to continuous improvement, and a company that offers future career possibilities. The role will require a high degree of relationship building, positioning high value solutions, provide opportunities to lead initiatives, and most likely involve a North American focus.*