

Peter Holmes

✉ pnholmes@uwaterloo.ca ☎ (226) 507 1300 🌐 <https://www.linkedin.com/in/peter-nikolai-holmes/> 🌐 <https://www.peterholmes.ca/>

SUMMARY

Consultative sales professional with a passion for change management, medical imaging, and delivering results. Experience identifying decision-makers and building a repeatable process to reach them.

EXPERIENCE

Sales Director

Hedgehog Medical Inc.

September 2019 - Present, Waterloo, Ontario

- Built a clear and justifiable 10x value proposition for computer vision aided lung ultrasound diagnostics.
- Up to 50 calls per day to concierge doctors in the USA.
- Co-ordinated a data-sharing partnership with a leading US-based ultrasound data processing firm within 5 weeks from first contact.

Director of Partnerships

Soundscape.io

December 2019 - March 2020, Waterloo, Ontario

- Co-wrote an effective business plan with the CEO that qualified Soundscape.io for government funding.
- Conducted dozens of interviews to determine the viability of different market sectors including education, government, and marketing tech.
- Delivered engaging remote and in-person presentations that convert skeptics into supporters.

Founder / CEO

MethaneChain Analytics platform for Methane Leaks

September 2018 - September 2019, Waterloo, Ontario

- Built prototype dashboard that converted methane leaks into revenue lost per hour with 24/7 alerting.
- First Place, Real Elevator Pitch Competition, St. Louis.
- Facilitated cross-functional consultations with environmental engineers and leadership at Oil and Gas companies to determine pain points and solutions for upcoming methane regulations.

Account Executive

Star Press Inc.

November 2012 - August 2018, Wainwright, Alberta

- Over 90% client retention rate representing over 6 million dollars in annual recurring revenue.
- Acquisition of competitor led to onboarding 22 new clients in a 3 week period representing over 2 million in annual revenue.
- Efficiently managed a 1.1 million dollar process improvement hardware and software upgrade to improve print quality and efficiency.

PROJECTS

Marketing Team Lead

Energy Awarenews through art

- Generated 100s of email, web, video and print content for an international non-profit that raised the profile of the organization.
- Successful crowdfunding campaign for eatART magazine launched in only 3 weeks.

Student Venture Club - Analyst

University of Waterloo Venture Club

- Co-ordinated with a small team to develop informative presentations on the team, traction and technology to the investment committee.

EDUCATION

Bachelor of International Relations and Political Science

University of British Columbia • Vancouver, BC • 2011

Masters in Business Entrepreneurship and Technology

University of Waterloo • Waterloo, ON • 2019

SKILLS

Technical Skills: Google Analytics, GSuite, Microsoft Office, WordPress, Sales Enablement, Powerpoint, Adobe Design Suite, Copywriting, Grant writing, Lead Generation

Soft Skills: Business Development, Account Management, Marketing Strategy, Partnership Development, Empathy, Clear Communication, Negotiation