

# Peter Holmes

## Product & Sales Professional

Unite product with sales for fun and profit.



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## EXPERIENCE

### Sales Director Hedgehog Medical Inc.

08/2019 – Present Waterloo, Ontario

Early stage computer vision for ultrasound video diagnostics assistance software company

#### Achievements/Tasks

- Up to 40 calls/day with Concierge Doctors for clinical customer discovery.
- Current product development for Lung Ultrasound COVID-19 (user Interface, website and video design)
- Regular communication with current clients such as Rutgers University and potential clients, such as NASA
- Designed, set up and executed sales processes and CRM

Contact: Jason Deglint – Jason.deglint.engr@gmail.com

### Director of Partnerships Soundscape.io

01/2019 – 04/2019 Waterloo, Ontario

#### Achievements/Tasks

- Work directly with CEO to build and execute on a new enterprise sales process
- Experience selling to national and international corporate partners and educational institutions.

Contact: Jason Greenberg – Jason@soundscape.io

### Account Manager / Owner (2012-18) Star Press Inc.

11/2012 – 08/2018 Wainwright, Alberta

Printing operation over six million ARR and 60+ deadlines per week

#### Achievements/Tasks

- Maintained profitability by working with excellent teams and clients through two cycles of economic expansion and contraction.
- I successfully on-boarded 22 new publishing clients in only three weeks after purchasing Transcontinental's Saskatchewan operations.

Contact: Heather Beane, Client Services Manager – heather@starpress.ca

## EDUCATION

### Masters of Business, Entrepreneurship, & Technology

University of Waterloo

09/2018 – 10/2019

### Political Science & International Relations

University of British Colombia

09/2007 – 05/2011

## SKILLS

Public Speaking

CRM

RFP

Pilot License

Empathy

Conflict Management

Active Listening

Product Management

Copy Writing

Team Building

Clear Communication

## VOLUNTEER EXPERIENCE

### Student Venture Fund

#### University of Waterloo Finance and Accounting

I worked with an excellent team to deliver due diligence for investors, meet with founders and subject matter experts, and present our findings

Contact: Ranjini Jha – rjha@uwaterloo.ca

### Media Team Lead eatART.org

Developed and crowd funded eatART magazine. (energy awareness through art.) Interviewed local and international artists.

Contact: Leigh Christie – leigh@mistywest.com

### Board Member

#### Print Forward, Printing and Imaging Association

I joined an active and involved board during a rebranding. I was able to take an active role to deliver their industry publication "Presslines" on time.

Contact: Kris Bovay, General Manager, – k.bovay@pacificbindery.com

### Rotary Waterloo

#### Rotary International

Various volunteering and public speaking around waterloo.

## ACCOMPLISHMENTS

#### First place, Real Elevator Pitch Competition

St. Louis University

#### Norman Esch Entrepreneurship Scholarship

University of Waterloo

#### Private Pilot License (2013 – Present)

Transport Canada

- Night, VFR OTT ratings
- 300+ hours as PIC of Beechcraft Bonanza

## LANGUAGES

English

Native or Bilingual Proficiency

Spanish

Limited Working Proficiency