

Alexandre Alami

Vancouver, BC | (604) 787-8669 | alex.alami@bell.ca | linkedin.com/in/alexalami | [resume.alami1.com](https://www.resume.alami1.com)

PROFESSIONAL SUMMARY

Transformational sales leader with 20 years at Bell Canada driving national sales performance, operational transformation, and large-scale strategic initiatives. Currently leading a \$273M revenue portfolio and governance of Bell's largest radio program (\$1B+). Proven track record designing enterprise sales frameworks, deploying Salesforce at national scale, and building high-performing teams. Six consecutive top performance ratings including "Exceptional" and "Leadership Role Model." 4x Bell President's Club.

CORE COMPETENCIES

Enterprise Sales Transformation • Salesforce CRM Deployment & Optimization • Sales Performance Analytics • AI-Enabled Decision Support • Process Standardization & Automation • Dealer & Partner Channel Operations • Cross-Functional Executive Leadership • Change Management & Adoption • Corporate Strategic Planning • Team Development & Mentoring

PROFESSIONAL EXPERIENCE

Senior Manager, Sales Enablement — Radio & Instant Communications

Bell Business Markets | Vancouver, BC | September 2018 – Present

National sales governance and enablement function | \$273M revenue portfolio | Reports to Director, Sales

- **Designed and established a Sales Project Management Office** that fundamentally restructured national radio sales execution — separating selling from project governance, standardizing handoff processes, and materially improving forecast integrity while reducing quarter-end volume spikes
- **Led enterprise-wide deployment of contract governance platform** (Monday.com) to manage 3,000+ LMRN deliverables across network delivery, sales PMO, and finance with automated billing and acceptance workflows — driving organic adoption across 200+ stakeholders
- **Own strategic oversight of the \$1B+ LMRN program** — Bell's largest radio project — including internal governance, revenue forecasting, contract management, escalation resolution, and milestone acceptance
- **Lead key account strategy for the Government of Ontario** (Bell's largest radio customer), driving revenue growth through strategic negotiation, contract management, and executive engagement
- **Introduced AI-enabled executive reporting workflows** improving speed and accuracy of strategic decision support — transforming 20+ page weekly network updates into concise executive briefings with full change tracking
- **Led Salesforce transformation** for the unified national radio sales organization, including custom configuration, analytics dashboards, training, and enterprise forecast workflow design
- Deliver corporate strategic planning packages for senior executives, including CEO updates, long-range planning, and the LMRN business plan
- Resolved \$23M revenue risk through cross-functional escalation management, proposing contractual solutions to Ontario operational challenges and securing agreement within one week
- Chair national CP3 radio governance call, facilitating gate 1 & 2 approvals and executive vetting
- Stakeholder in the launch of Bell's MBFR solution, including value proposition development and market sizing
- Six consecutive years of top performance ratings (2019–2024): Exceeds Leadership, Exceptional, and Leadership Role Model

National Sales Manager, Business Solutions Push-to-talk

Bell Mobility | Vancouver, BC | December 2014 – September 2018

- Led national field sales team driving Push-to-talk growth; awarded President's Club in 2015 and 2016
- **Built enterprise sales analytics capability** in Salesforce Analytics — designing interactive dashboards integrating multiple data sources to track activations, churn, and usage across region, segment, and owner

- **Designed and deployed custom Salesforce configuration** for the national PTT specialist team, including custom products, opportunity fields, and funnel health dashboards (arrivals, size, velocity, win rate) that became the team's weekly operating rhythm
- Delivered significant national PTT wins including City of Calgary, Rio Tinto, BC Sheriffs, City of Vancouver, and Marriott
- Served as a key resource to dealer partners nationally — presenting at dealer conferences, co-leading critical dealer opportunities, and personally covering Ontario dealer relationships during vacancies
- Coached national sales strategy including account white-spacing, presentations, and pricing negotiations
- Built national relationships across Canada through extensive field travel with sales teams, dealer partners, and customers

Team Lead, Western PTT Sales Specialists

Bell Mobility | Vancouver, BC | August 2012 – November 2014

- Managed specialist team covering British Columbia, Alberta, and Saskatchewan
- Onboarded and developed two new PTT specialists
- Drove cross-regional collaboration with multiple Western Canada sales teams on opportunity development, account mapping, and customer events

Enterprise Business Development Representative

Bell Mobility | Vancouver, BC | May 2007 – August 2012

- Awarded President's Club 2007; achieved data results of 120% (2007) and 139% (2008)
- Co-sold with dealer partners into enterprise accounts, building strong channel relationships

Sales Associate, Medium Business

Bell Mobility | Vancouver, BC | January 2006 – May 2007

- Awarded President's Club 2006; averaged 130% of sales target
- Pioneered Salesforce adoption at Bell: identified and implemented Salesforce to manage dealer lead program — among the first users of Salesforce at Bell

Prior Experience

Inside Sales Representative | Cartel Communications | Langley, BC | 2003 – 2005

- Initiated a sales campaign targeting existing clients, increasing division sales by 200%

Assistant Store Manager | Telus Retail

EDUCATION

Bachelor of Business Administration — British Columbia Institute of Technology, Burnaby, BC

CERTIFICATIONS

PCEP — Certified Entry-Level Python Programmer [PCEP-30-02]

AWARDS & RECOGNITION

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- 4x Bell President's Club (2006, 2007, 2015, 2016)
 - "Champion the Customer" — Better Together Recognition (December 2025)
 - Bell 20-Year Service Anniversary (January 2026)