

NIKOLA LÉGER

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17 years

entrepreneur



hospitality



media



software

industries

0 gaps

9 years

corporate



sales



marketing



product

roles

building digital marketing products  
for SMBs in **media** company,  
focusing on **evolution**

### strengths

strategic partnerships   critical thinking   empathy   execution  
product management   market insights   transparency   drive

### values

**weaknesses** verbose, distracted, workaholic

### what

exactly  
do I do??

- define, launch and run new products:
  - market watch
  - market analysis
  - development
  - pilots
  - needs, validation
  - strategy, tactics
  - end-to-end
  - acquisition
  - retention
  - revenues
  - profitability
  - partnerships

### who

do I work  
with??

- report to product VP, Work with **executives** in sales, marketing, operations and IT.

### why?

- **true added value** can transform media landscape.

### education

UdeM : bachelor: psychology, comm., Arabic studies.

nikola léger : sr product manager

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## next challenge

YOUR COMPANY  
**NEW ROLE**  
2016 - ...

If you're struggling with your transformation, need to engage your sales force, have big challenges with innovation, product management, workflow management or customer experience, I can implement solutions you need and deliver dramatic results quickly and efficiently.

We took a saturated industry, websites, and developed our own game changing product by adding a layer of standardization on WordPress. We successfully mobilized a legacy sales force despite resistance, sabotage and cutthroat politics. We managed to break even within 2 years and achieved a 4% yearly churn rate. We built our own workflow management software in the process that is now being adopted by other media companies.

## media career

TC MEDIA  
**SR PRODUCT DIRECTOR**  
2014-2016

Achieved ratio of 1 agent per 400 clients. Launched **listing management** under 8 months. Delivered **premium websites** that compete with agency custom sites.

technical marketing strategy

content paas  
program management  
workflows  
saas media

TC MEDIA  
**PRODUCT DIRECTOR**  
2013-2014

Built unique WordPress offer with robust layer of standardization, a **client success** model with less than **4% yearly churn** and a **workflow engine**.

end-to-end go-to-market  
software development  
ecommerce

TC MEDIA  
**PRODUCT MANAGER**  
2012-2013

TC avoided selling **websites** for a decade. When Stéphane Gagné decided to **build** the **product**, my boss easily convinced them I was carved for the job.

websites  
strategic partnerships  
product marketing  
scrum

TC MEDIA  
**SALES MANAGER**  
2009 - 2012

A good friend of mine needed to build a **call center** from scratch. We cracked the code for selling online **directory** outside Qc, with 1 **cold call**, on credit card.

local seo  
online directories  
sales management  
training recruiting

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## entrepreneurship

technical marketing strategy

**ALKEMISTA**  
MANAGING PARTNER  
2008-2009

Completed 450k **seed round** for a **mixology lounge** concept. With 2008 crisis, we could not secure operating funds so we ran on fumes for a while.

leadership  
promotion  
**execution**  
influence  
funding

**STEREO**  
MANAGING PARTNER  
2003-2008

New management needed to overhaul **promo** teams. Led to a GM and managing partner position to head the **turnaround** process for the next 4 years.

operations  
**cross functional**  
branding incentives  
consulting

**911 PRODUCTIONS**  
CO-FOUNDER  
2001 - 2003

Put my **event** promoter hat on and founded **production** crew. Owned various nights at clubs and generated over 1M in sales over the next few years.

team building  
orchestration  
**sales engagement**  
promotion

**ROGERS**  
CUSTOMER SERVICE  
1998 - 2000

Took night shift **customer service** at Rogers during our startup. Ended up top performer in **sales**, interim supervisor and implemented sales gamification

phone sales  
**client success**  
gamification  
retention

**ACE FACTORY**  
CO-FOUNDER  
1997 - 2001

Built a board **game company**. Raised 1M & built local **supply chain**. 2 major shifts in market conditions, so we forewent the **funding** & shelved the project.

crowdfunding  
fundings accelerators  
**product management**  
business plans  
negotiation

**ORCHESTRE BAROQUE**  
ADMIN. DIRECTOR  
1996 - 1997

Recruited to run a **non profit organization**. In my early twenties, by far youngest administrator in the industry. Left when the board president resigned.

memberships  
**business management**  
volunteering

**UNIVERSITY OF MTL**  
PR MANAGER  
1993 - 1996

Started as promoter and landed PR manager job for student association bar. Successfully **promoted** over **200 events** over the next few years.

bootstrapping  
**event management**  
entrepreneurship  
PR politics

**AD - EFX & GROLIER**  
SALES MANAGER  
1992 - 1993

Sold **encyclopedias** door to door and **group deals** on street for summer jobs. Performed consistently and landed sales manager position for both companies.

direct sales  
**sales management**  
quantification