

SAMEER SUBEDAR

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PROFESSIONAL SUMMARY

Dynamic and results-driven aviation leader with over 20 years of professional experience across the transportation industry – including eCommerce development, Airline Partnership, Commercial Negotiations and employing AI technologies. Known for cross-functional leadership, strategic thinking, and stakeholder management.

KEY CAREER HIGHLIGHTS IN THE AREA OF SALES LEADERSHIP

- Achieved Presidents Club at FedEx as an Account Manager and MVP award for team contribution.
- Currently at Cargojet, designed, lead, and manage sales team of four across Canada, developed eCommerce solutions, grew interline partnership by 23% and scheduled freighter revenue by 14% in 2024
- Designed sales team structure, Products, KPI's, and dashboards to improve reporting and performance.
- Implemented CRM to improve visibility on opportunities, forecasting and automation of sales notifications

Strengths

- Airline Partnerships
- Global Relationships Management
- eCommerce
- Leadership
- Interline Agreements
- Business Expansion
- Revenue Growth
- Cross Functional Collaboration
- Artificial Intelligence

PROFESSIONAL EXPERIENCE

Director of Sales, 2022 – Present

Cargojet Inc., Mississauga, ON

- Reporting directly into CEO, successfully designed, developed, and managed a team of four sales executives across Canada to achieve Cargojet's revenue and volume goals. 2025 Q1 results - 19% revenue improvement yr/yr
- Develop European GSSA and Air Partnership relationships, negotiate contract renewals, and business development strategies to ensure continuous growth.
- Ongoing development and execution of international growth strategies through strategic interline agreements to offer new solutions to customers.

Worldwide Account Manager, 2016 – 2022

FedEx Canada & FedEx Logistics, Mississauga, ON

- Split time between both FedEx Courier and FedEx Logistics to broaden experience within the transportation industry by managing courier and freight forwarding solutions.
- Managed and developed very large eCommerce customers throughout Canada with annual spend over \$5M each.
- Developed hybrid solutions to differentiate from competitors and to demonstrate my industry knowledge.

Business Intelligence Manager, 2019 –2019

Logistyx Technology, Mississauga, ON

- Developed and designed product demonstrations to new customers on Intelligent Audit BI platform that automated the invoice verification process and converted customers data into meaningful information through visualization.
- Managed and developed new accounts across Canada and United States.

Account Executive, 2004 –2016

FedEx Canada, Mississauga, ON

- Manage Sales territory in various Greater Toronto markets and grew revenue resulting in President Club.
- Developed analytical tools for the entire Sales team to perform pricing analysis to support solutions.
- Designed and executed sales training programs to improved sales effectiveness and product knowledge.
- Received vendor awards from various customers such as Medela and BILSI.

Business Strategy Analyst, 2002 – 2004

Air Canada Vacations, Mississauga, ON

- Developed business case and implementation plan for Air Canada Vacations online booking website.
- Lead on implementing Business Intelligence platform to improve data visualization.

EDUCATION, QUALIFICATIONS AND TRAINING

- **Artificial Intelligence**, Alison Online Training, enrolled July 2023
- **Big Data Analytics**, Ryerson University, Toronto, ON, 2019
- **Negotiation**, Ivey School of Business, London, ON, 2015
- **SAP BI**, IIBS, Mississauga, ON, 2015
- **Bachelor of Commerce in IT Management**, Ryerson University, Toronto, ON., 2003