

JEAN-LOUIS MELOCHE

PERSONAL:

Address: 2072 Guertin, St. Laurent, Que. H4L 4E4
Telephone: Home: 334-7054 Office: 844-3403
Marital status: Married - 4 children

EDUCATION:

College Notre Dame
12th Mathematics
Ecole Technique de Montréal
Summer course in plan study

G.O.C.

Following two sessions of two weeks duration each sponsored by the
"Centre des Dirigeants d'Entreprise sur la Gestion de l'Entreprise".

MEMBERSHIP:

Publicité Club de Montréal.

EXPERIENCE:

Jan. 1979	-	<u>A-1 Weeklies Inc.</u> Assistant Director - Advertising
May 1978	- Jan. 1979	<u>Serdex</u> Self employed, offering export development service to small and medium size enterprises.
Feb. 1950	- Jan. 1978	<u>Volcano Limited</u> Export Manager - Sales Administrator Advertising Manager.
1941	- 1950	<u>Fairbanks-Morse</u> Sales clerk- Sales representative Assistant sales manager.
1940	- 1941	<u>Eaton's - Toronto</u> Translator.

SUMMARY OF RELEVANT EXPERIENCE WITH VOLCANO

After twenty-eight years with the same employer and following a complete change in top management, the Head Office was relocated in St. Hyacinthe and my position absorbed by the General Sales Manager.

However, prior to that event, I had been deeply involved in the senior management of the sales and marketing division. Highlights of my responsibilities are listed below:

EXPORT SALES:

- Market research through trade commissioners
- Recruiting of agents and contracts negotiations.
- Recommendation to management for export price structure.
- Quotations.
- Selection of proper export packaging and transport arrangements.
- Technical modifications required by change of frequency
- Make use of Government incentives.
- Advertising and promotions in trade and Government publications.

SALES ADMINISTRATION:

- Preparation of sales budgets and sales analysis.
- Preparation and control of sales expense budgets.
- Liaison with sales offices and agents across Canada.
- Responsible for general administration of sales head office including personnel.

ADVERTISING:

- Preparation and administration of budgets
- Responsible for the corporate image of the Company to be reflected in the logo, slogans, sales bulletins and catalogues.
- Working closely with advertising agencies in the preparation of advertising campaigns in trade publications, newspapers, etc consistent with the objectives of the Company.
- Preparation, design and supervision of trade shows.

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Mr. Yves Larose,
General Manager, Sales
Automatic Sprinkler Ltd
601 Stinson,
St. Laurent, Que
Tel: (514) 747-1154

Vice-President
Marketing
Volcano Ltd
1969 - 1977

Mr. G. A. Scott,
Sales Manager,
Johnson Controls Ltd
441 Lebeau
St. Laurent, Que
Tel: (514) 332-6960

Manager
Regional Sales
Volcano Ltd
1964 - 1977

Mr. Jules Gaucher
Professional Engineer,
1888 de Pontgrand
St. Bruno, Que
Tel: (514) 653-5433

Vice-President
Technical Services
Volcano Ltd
1955 - 1977

Mr. Paul Théberge, Director
Quebec Region,
Industry, Trade & Commerce
P.O. Box 257, Place Victoria,
Montreal, Que
Tel: (514) 263-6254

Mr. Yvon Maloney,
Vice-President,
Elmac World Transport Ltd
410 St. Nicholas
Montreal, Que.
Tel: (514) 842-5411