

Biography of Elise Blouin



Canadian Susan Blouin has more than 30 years of experience leading teams for Fortune 500 companies, combining strategy, sales, and business development execution to create and lead new revenue opportunities and growth for national and global enterprise accounts. She is a leader and motivator with an outstanding record of achievement in complex sales and solution developments. Blouin also developed Canada's newest wellness community in South Algonquin.

Susan Elizabeth (Elise) Blouin's Professional Career



Since 2009, Blouin has been the CEO of Canadian-based Portfolio Management Holdings, where she has been responsible for the strategic planning and development of various initiatives. Among them is the ownership and development of a \$50 million resort and residence project, Nomi Resort Club, a 40,000-square-foot private getaway with luxurious amenities. It boasts its upcoming 51 units, an impressive 1,800 feet of waterfront along Benoir Lake, and 850 acres of breathtaking scenic views. Nomi Resort members can fully embrace each season with luxury residences and thoughtfully curated experiences, thanks to Blouin's vision and execution.

Elise Blouin was responsible for the redevelopment and restoration of Nomi, including the long-term development management to expand its sales units and rentals in the residential section of the community. She established consultative plans and project management development to assist in raising financing in support of the new business restructuring.

Other development initiatives Blouin worked on include executing a strategic growth plan of funds deployed, more than \$4 million in newly funded opportunities for various companies for project build-outs, and complex deal structures for small and mid-size companies. She also structured a professional services group to manage consulting engagements for factored clients, closing factoring transactions and commercial funds. Blouin provided ongoing business support for the company's non-standard complex business solutions for alternative financing and day-to-day business support.

Additionally, Blouin has initiated various sales strategies for different financial solutions within different industry verticals and executed lead-generation strategies across SCO initiatives as a social enterprise solution to generate new sales.

Executive Director, Sales Operations, Symantec Corporation



Elise Blouin

Former Executive Director of Enterprise Sales at Bell Canada.

Susan Blouin spent two years at Symantec Corporation, Canada, where she was responsible for structuring non-standard and complex deals and maximizing revenue for the company and Field Sales. She facilitated extensive business opportunities through the management approval process, adapting and localizing Symantec's defined sales buying policies, monitored the sales local pipeline, and assisted the salesforce in closing the business while ensuring the orders met all policy requirements. Deals included a five-year eFlex contract (a site license for Symantec's Endpoint Protection) with Telus worth \$5 million, Canadian Tire's eFlex five-year contract worth \$2.5 million, and Roger Communications eFlex agreement valued at \$10 million.

Before Symantec, she was Vice President of Contact Centre Sales Practice for Omega Performance.

Blouin's Achievements at Bell Canada

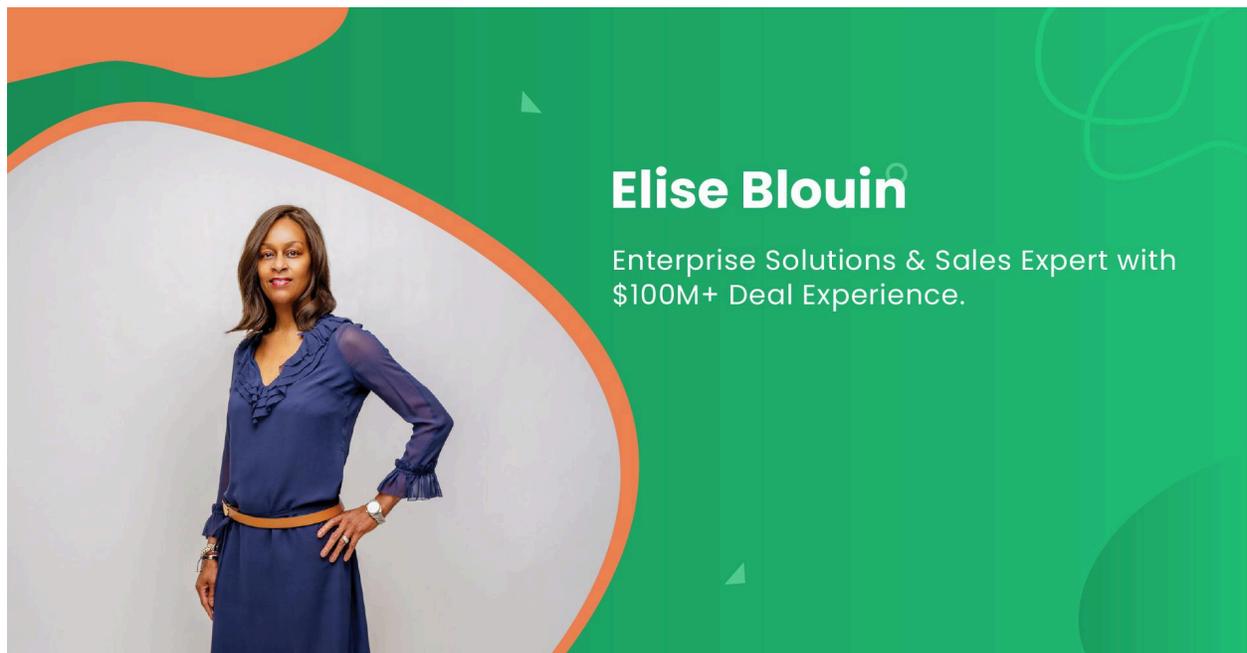
Elise Blouin first served as Director of Enterprise Sales at Bell Canada, where she achieved 114% of plan-in-contact center sales, exceeding annual revenue targets in new business sales growth. In this position, Blouin also consulted and closed \$25 million in new business development sales, selling voice select, CRM, and professional services solutions, and managed the Contact Centre Solutions team overseeing its 170 accounts, among other responsibilities and achievements.

Blouin then stepped into the Executive Director, Enterprise Solutions, Sales role at Bell Canada, where she exceeded the target plan of \$20 million in sales growth in 2005 and closed \$10 million in new business development sales in the first quarter of 2006. She was responsible for the company's positioning in complex technology solutions, prospecting and engaging in new sales opportunities, and managing sales relationships with over 80 senior sales resources.

She also prospected new opportunities in this position and developed long-term strategies to grow existing accounts. She developed gap closure strategies and positioned client partnerships to achieve corporate plans and agreements for growth in sales opportunities.

Blouin leveraged her skill and talent to meet 100% of the company's sales plan objectives within the financial sales vertical. She contracted \$30 million over five years of business with Scotiabank for voice, managed services, and help desk services. Blouin also exceeded sales revenues within the insurance sales vertical, achieving new business development revenues of \$8 million over five years in managed mail and EDI service, increasing monthly revenues by \$10,000 in new services, and expanding insurance center of operations security, reliability, and performance by 30% through migration of a new enhanced service platform.

Additionally, she closed \$10 million in new business sales with IBM's new voice conferencing solutions and achieved revenue sales objectives within the systems integrator sales team.

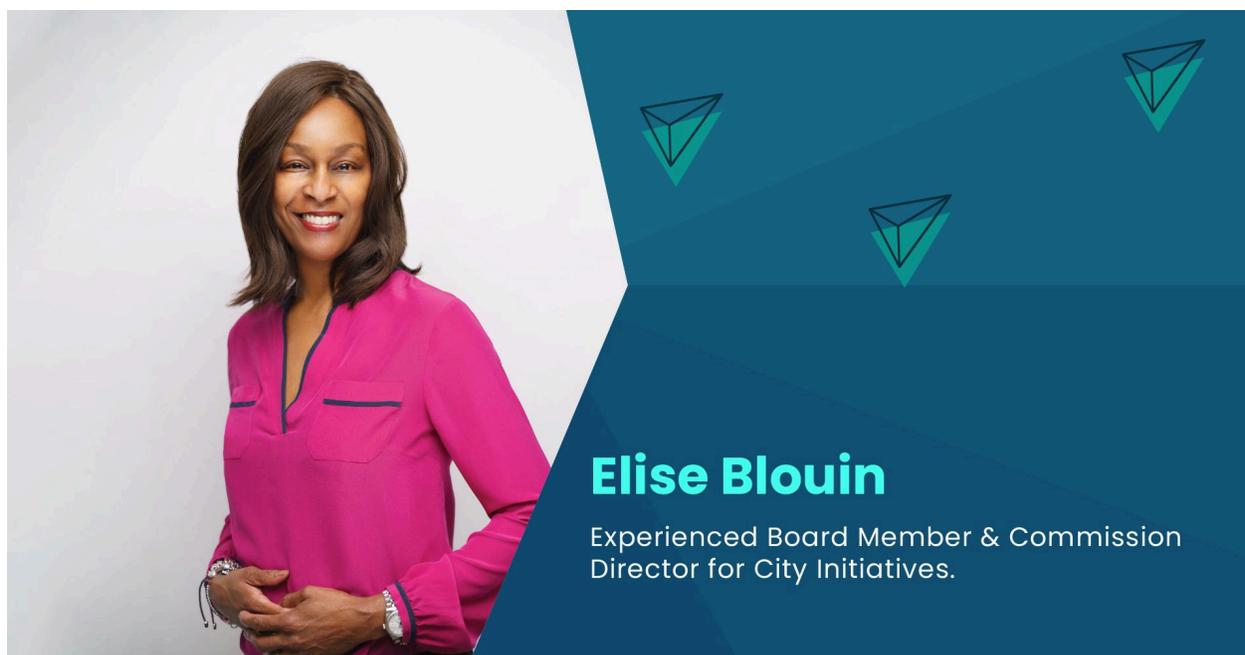


Susan Blouin's Stellar Performance with AT&T

Blouin served as Director of Strategic Alliance Partners for AT&T Corporate and Senior Manager, Complex Deals, and Enterprise for AT&T Canada. She excelled in both positions and had a career footprint marked by several milestones.

As Senior Manager, Blouin exceeded yearly sales targets in procuring new business revenue of over \$20M annually and led and negotiated commercial agreements for global data solutions of over \$100 million for Canadian-headquartered accounts.

Among her many successes are procuring a five-year global services agreement valued at \$140 million in new business for a global network utility service and closing the national service agreement for Canadian services between CIBC, AT&T Canada, and Concert for voice/data services valued at \$30 million.



She also procured \$40 million over three years. Blouin completed a global network outsourcing service agreement between Magna International and AT&T Corp, achieving a single-source supplier relationship with Magna for global frame and data services. Blouin achieved and closed a \$50 million three-year contract with BOC Gases, contracting a data network solution for BOC's North American locations, increasing the company's data backbone network and operational enablement; closed a three-year \$35 million contract for voice services for both domestic and international Scotiabank locations, retaining 80% in business client sales increasing monthly revenues up to \$27,000 over three years; and successfully developed and closed \$40 million over three years in new business sales for a complex data network infrastructure for Hudson's Bay Canada.

As Director of Strategic Alliances Partners for AT&T Corporate, Blouin met the company IT spend target of \$25 million annually in new business services, exceeding savings target objectives in annual spending by \$500,000 per year; managed AT&T's relationships with

telecom suppliers, negotiating supplier agreements and leading vendor management strategies; developed strategic plans for 2004 vendor management and strategic alliances; and managed spend budget for access and backbone supplier services, to align with new spend commitments across vendor portfolio.

Work with Nortel Networks



Elise Blouin
Luxury Hospitality & Real Estate
Development Strategist.

Elise Blouin spent five years with Nortel Networks as Senior Manager, Program Management Global Network Services, where she managed global network product and services initiatives and cross-functional projects and resources to spearhead business development initiatives. During her tenure with Nortel, she managed and executed extensive \$7 million global data network facilities for complex global customer programs, budgets, and resources for Montreal Nuns Island and St. Laurent. She achieved successful on-time project execution and company in-year fiscal savings of 60%. Blouin also led and implemented Nortel's first Call Center integration throughout Montreal, Ottawa, Toronto, Dallas, and North Carolina, achieving an overall increase in call center statistics in Nortel's customer service, reduction in call abandon rates, and improvement of call answering and call handling services globally.

She successfully led the execution of the Nortel and Bay Networks Merger in implementing Data Services for Global Network Services and managed and executed Corporate Supply Management's Support to Nortel for the global acquisition of \$2 billion in Systems Technology, OEM, and Software Licenses.

Board Member, Commission Director



Elise Blouin

AT&T Corporate Strategic Alliances &
Global Data Solutions Leader.

During four years, Blouin served on the Board of Directors and as Commissions Director of Information Management Systems & Library for the City of Mississauga. She contributed to the board's 10-year technology growth plan involving a partnership alliance with Microsoft to provide new server equipment for books online for the Mississauga library portal. Blouin also contributed to the board's financial plans and decisions for new technology directions and addressed financial budgetary, human resources, and regulatory matters.

Blouin's Education

Born in North York, Toronto, Elise Blouin attended the University of Western Ontario and received her bachelor's degree. She received her Executive MBA from Athabasca University.