

JP CLOUTIER

B2B Sales and Fleet Account Growth | EV Fleet Transition | Contract Negotiation | Bilingual English / French
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PROFESSIONAL SUMMARY

Business development and fleet leader across B2B sales, fleet operations and transportation in Canada. Grew territory sales more than 300 percent in 2018 and a transportation business 345 percent in three years. Brings the buyer side of the table: managed a 1,000-plus vehicle national fleet at Intact, Canada's largest property and casualty insurer, with a \$10M to \$15M annual operating budget.

Negotiated with major OEMs, leasing partners and service providers, averaging approximately \$1.58M in savings per year, and co-developed an enterprise EV strategy that deployed 170 electric vehicles and beat targets in 2023, 2024 and 2025.

Speaks the language fleet decision makers use: total cost of ownership, utilization, lifecycle, supply and electrification. Independent, data-driven and comfortable working national territories. Uses AI to build practical fleet analysis tools, including a repair invoice checker and an EV vs. gas cost-of-ownership calculator. Fully bilingual in English and French.

CORE COMPETENCIES

- **Sales and Account Growth:** B2B Sales · Business Development · Territory and Account Growth · CRM · Client Retention
- **Negotiation:** Contract Negotiation · Pricing and Rate Negotiation · OEM, Leasing and Supplier Relationships
- **Fleet and Electrification:** Total Cost of Ownership (TCO) · EV Fleet Strategy · Fleet Management Companies (Holman, Element)
- **Analytics and Influence:** Stakeholder Influence · KPI Tracking and Reporting · Customer Needs Assessment · Market Analysis
- **AI, Tools and Languages:** AI-Assisted Analysis · Microsoft Excel, Word, PowerPoint, Outlook · Bilingual English / French

PROFESSIONAL EXPERIENCE

Manager, National and Executive Fleet

December 2022 to July 2026

Intact Insurance | Edmonton, AB (National Scope) | 1,000-plus vehicle national fleet, 180-plus executives, 24/7 claims operations, fully bilingual

- Led high-value negotiations with major automotive manufacturers, leasing partners and service providers, and stewarded national supplier agreements for performance and long-term value. Delivered 5 to 17 percent annual cost savings, averaging approximately \$1.58M per year, mostly through negotiated new unit purchases.
- Co-developed the enterprise EV strategy targeting full electrification by 2030. Deployed 170 electric vehicles, executive fleet included, and specified hybrid or electric models for every regular-fleet replacement, exceeding deployment targets ahead of schedule in 2023, 2024 and 2025 while securing supply through global shortages of hybrid and key EV models.
- Administered a \$10M to \$15M annual operating budget and more than \$40M in assets, applying total cost of ownership analysis, utilization analytics and lifecycle planning.
- Quantified and tracked spare vehicle inventory, applying utilization analytics to keep idle spares to a minimum against 24/7 claims demand.
- Reported cost, performance and compliance KPIs, compiled from two fleet management platforms (Holman, and Element for the fleet acquired with RSA) and internal data, to senior leadership in English and French.
- Assessed and managed all 180-plus executive vehicle requirements individually, tailoring solutions to each stakeholder while running national operations in parallel.
- Partnered with Finance, Legal, Human Resources and Sustainability to align fleet decisions with financial and ESG commitments. Led a team of three fleet administrators.

Supervisor, Technical Services and Fleet Repairs

July 2019 to December 2022

ATS Traffic | Edmonton, AB | Field-based operation serving Alberta Transportation, municipalities and emergency services

- Acted as liaison with institutional clients including Alberta Transportation and municipalities, building trust-based partnerships and running collaborative pilot programs.
- Oversaw approximately 175 ITS deployments, pilots and prototypes, running 3 to 4 projects at a time, including Miovision, RTB and EMS pre-emption systems, custom gates and custom control systems.
- Led repairs and maintenance strategy for a large rental fleet and all traffic trailer assets, including 400-plus message board trailers, 2 crash attenuators and 10 scout camera units, directing five technical staff, including a welder and trailer mechanic, across three integrated teams.
- Managed the VER-MAC message board trailer and SCORPION crash attenuator certified service groups.

Business Development Manager

June 2017 to July 2019

Celestial Wine and Spirits | Edmonton, AB

- Grew territory sales more than 300 percent in 2018, selling 56 SKUs against approximately 27,000 competing products.
- Expanded the B2B account base through strategic networking, creative marketing campaigns and disciplined territory management.
- Built long-term client relationships and retention programs that increased repeat business and customer loyalty.

- Improved profitability and return on investment through strategic purchasing, cost management and data-driven measurement of sales effectiveness and market penetration.

EARLIER CAREER

Provincial Repair Manager, Alberta and Quebec

Enterprise Holdings (Enterprise, National, Alamo) | Quebec and Alberta | about 60 branches per province, 12,000 vehicles in Alberta

- Negotiated a national agreement with a new rate structure delivering more than \$978K in recurring annual savings, with better service and faster turnaround for all Canadian groups.
- Reduced Alberta repair spend from \$13M to approximately \$9.7M annually through vendor negotiation and KPI oversight, and cut average vehicle out-of-service time from 17 business days to 3, an 82 percent reduction.
- Top branch seller, promoted to build the Quebec repair department as Provincial Repair Manager. Recruited by Enterprise headquarters to apply the same model in Alberta.
- Trained and supported more than 60 branch management teams across two provinces and two languages. The Quebec Vehicle Repair Department earned the Exceptional Achievement Award twice, ranking in the top 10 percent of global operations.

General Manager and Interim COO (Owner-Operator)

Aaron Taxi St. Albert | St. Albert, AB

- Bought and grew a passenger transportation business with full P&L accountability, increasing revenue 345 percent in three years while managing its vehicles, drivers and vendors. Assisted in the transition and sale to TappCar.

PROJECTS

Fleet Cost Toolkit | jpcloutier.com/fleet-toolkit

October 2026

- Developed five browser-based fleet analysis tools with an AI assistant: a repair invoice checker, an EV vs. gas cost-of-ownership calculator, and vendor spend, downtime and spare pool analysis. The tools run on sample data or a fleet's own CSV or Excel files.

BOARD LEADERSHIP

- Executive Board Member (Volunteer), Edmonton Real Estate Investors Association (EREIA), November 2022 to present: organize monthly member events and coordinate speaker sessions.
- Executive Director (Volunteer), Operation Community Restore: strategic planning, fundraising, and communications with the board and funders.

EDUCATION AND CERTIFICATES

Project Management Certificate, Northern Alberta Institute of Technology (NAIT)

Project Leadership Certificate, Northern Alberta Institute of Technology (NAIT)

Construction Management Certificate, Alberta Construction Safety Association (ACSA)

National Construction Safety Officer (NCSO), ACSA: all course requirements completed; final audit component outstanding

Introduction to Claude Cowork, Anthropic. Certificate of Completion, July 2026

Claude Platform 101, Anthropic. Certificate of Completion, July 2026

PROFESSIONAL AND TECHNICAL TRAINING

Sales Explosion Program: General Sales, Merchandising and Marketing Operations

Vehicle Repair Technical Training, Enterprise Rent-A-Car. Certificate of Completion (delivered at Ranken Technical College)

Auto Estimating and Star2000 (structural damage estimating), Vale National. Certificates of Completion

I-CAR Platinum (expired)

Standard First Aid and CPR: previously certified; prepared to recertify prior to start date

Languages: English (fluent), French (fluent). **Licence:** Valid Alberta Class 5.