

SSWA FUTURE LEADERS
SPONSORSHIP APPLICATION

Personal Information:

Name: Yannick Fana Date: 2025-05-30

Contact Information - Email: y.fana@hotmail.com Phone: 450-626-1833

Date of Birth: 1995-03-10 Years Employed in Sanitary Supply Industry: 3 Years

Company: Cascades Tissue Sector

Position: Commercial technology specialist

Company Mentor/Sponsor: David Pierro / Cascades

In addition to submitting your resumé, introductory video, and letter of nomination/recommendation, please complete the following information as applicable:

Volunteer Activity:

Please list the name of institution, dates of volunteer work, description of volunteer work, and why it is important to you.

I participated in a volunteer activity with Le Partage in November 2023, where I helped sort non-perishable goods for local food banks.

This is important to me because Volunteering exposes me to different perspectives and helps me understand the challenges others face.

Work Activity:

Please list all current and past employment (include dates). For each job describe the nature of your position and any management positions held.

From 2015 to 2016, I worked as a plumbing apprentice for Jenaco. Between 2021 and 2022, I worked as an Account Manager at CDW, a company specializing in the resale of new technologies. In February 2022, I joined Cascades as an Administrative Technician. My role was to support the Sales Coordinators. In July 2022, I was promoted to Sales Coordinator, where my responsibilities focused primarily on sales support and working on special continuous improvement projects. In February 2024, I was promoted to Strategic Account Development Manager. My main role was to lead special sales-related projects. Any project with a direct or indirect impact on customers fell under my responsibility. Currently, I have just been promoted to Commercial Technology Specialist. My role will focus on shaping a long-term vision for how we want to evolve in the coming years with technological tools, across the entire Cascades commercial team.

Personal Accomplishments:

Include any accomplishments that you would like to be considered in evaluating your application.




My two major accomplishments over the past three years have been:

1. Being selected to participate in Cascades' LAND program in 2023, a leadership development initiative designed for emerging young leaders within the company.
2. Receiving the Fierce Determination award in 2024, a recognition of my strong commitment to one of Cascades' core values.

Yannick Fana

Strategic Accounts Development Manager

CONTACT

-  450-626-1833
-  y.fana@cascades.com
-  Châteauguay

EDUCATION

Graduate diploma in business
Technical Administration at Cégep
André-Laurendeau - 2021

SKILLS

// PROFESSIONALS

- Analytical
- Customer orientation
- Problem solving
- Interpersonal relationships
- Results-oriented
- Initiative

PROFIL

People-oriented professional with over three years' experience in various sales teams. Proven analytical skills, expertise in solving complex problems and good command of continuous business process improvement, price restructuring and portfolio price management. Excellent knowledge of the SAP system, CAC, as well as Microsoft Office suite software, Power BI and Power Automate.

PROFESSIONAL EXPERIENCE

Strategic Accounts Development Manager
Cascades, Tissue Sector | 2024

Be involved in commercial projects directly or indirectly involving customers:

- Simplify the pricing structure and create tools for price visibility in collaboration with one of the largest food market leaders.
- Implement a simplified regional pricing structure, in collaboration with a world leader in the distribution of consumer products.
- Establish a consistent pricing structure for all customers in Canada, taking into account the specific tiers of each customer.
- Investigate online marketing strategy for customer portfolio.
- Execute the Government Procurement Centre's public contract tender.
- Coordinate the product restructuring project with the multidisciplinary team dedicated to rationalizing and improving the portfolio.
- Manage several key accounts within the sales team.
- Be strategically involved in meetings with customers ranked among the most important for business development.
- Solve a major financial problem that has persisted for several months with a customer.

Yannick Fana

Responsable du développement des comptes stratégiques

SKILLS

// TECHNICAL

- Microsoft Office
- SAP & C4C
- Power BI
- Power Automate
- Bilingual (English & French)

AWARDS

Recipient of the Cascades
Source Award Fierce
Determination
Cascades 2024

Land Program
Cascades 2023

INTERESTS

- Camping
- Cross-country skiing
- Hiking
- Board games
- Horror films

PROFESSIONAL EXPERIENCE (CONTINUED)

Sales Coordinator

Cascades, Tissue Sector | 2022 – 2024

Collaborate on and actively participate in various commercial projects:

- Manage event logistics for the International Health Supply Association and the National Sales Meeting.
- Set up automated workflows to communicate essential information with sales teams on a regular basis.
- Lead the initiative to streamline the sales tracking process to improve visibility in Power BI reports.
- Implement an automated workflow to standardize the vending machine installation allocation request process.
- Automate the bidding process for vending machine installation.
- Implementation of an automated, standardized reception profile for customer addresses.

Administrative technician

Cascades, Tissue Sector | févr. 2022- juin 2022

Support the sales coordinator team:

- Actively participate in the realization of the National Sales Meeting.
- Develop and share a comprehensive, structured sales guide for the sales team, including best practices, sales tools and internal process learning.

Gestionnaire de compte

CDW Canada | 2021 – 2022

Responsible for managing several customer accounts:

- Identify the most advantageous selling price for the customer, while maximizing profits for the company.
- Prospecting, qualifying sales opportunities and potential customers.
- Be involved throughout the sales process.
- Create the material needed for sales presentations in front of customers.

May, 2025

Subject: Yannick Fana recommendation for SSWA Young Executive program

I have known Yannick for over 3 years. He is known as the “Swiss Army Knife” Yannick attacks issues, challenges, & opportunities with energy and intelligence. He works hard, smart, and with effectiveness. His efforts have been recognized and rewarded at Cascades. Yannick was recently promoted to Commercial Technology Specialist. This is not just for the Tissue group but rather the entire corporation.

Earlier in 2025, Yannick was recognized as the one employee out of 11K that exhibits Fierce Determination. One of the key attributes Cascades uses to measure how effective we are as an organization.

Yannick is also a recent graduate of the LAND program, which is a master’s type program to develop high potential employees.

He has lead and developed programs that have brought pricing integrity to the Cascades’ customer base. Currently Yannick is the lead on the attrition & compliance program that will help ensure wins are wins!

Yannick has been a very important cog in the transformation of Cascades Commerical strategy

I am very pleased to nominate Yannick Fana for this prestigious recognition as a Young Leader within SSWA.

David L Pierro

Vice President of Sales, USA

Cascades PRO