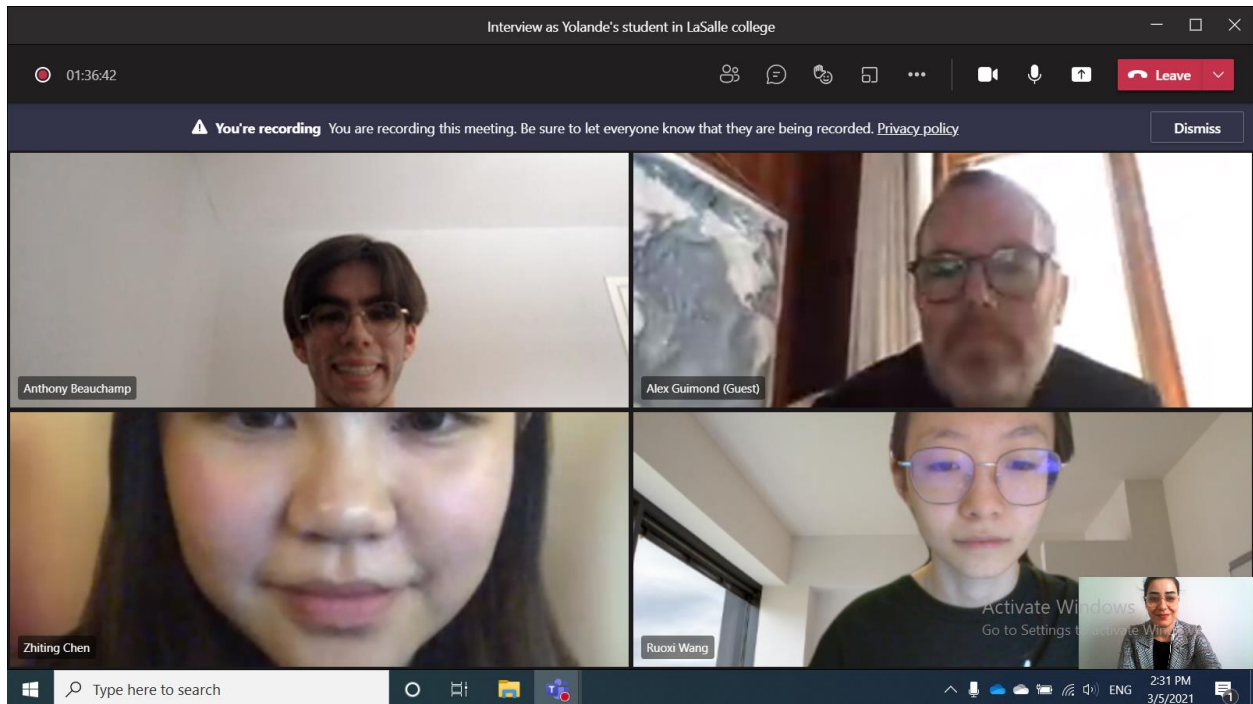


# Profile project report

Interviewee: Mr. Alexander Guimond, CO.CEO of Altitude-sports.com

## Job Task Analysis

571-KQD-03 sect. 04040



Project presented to: Professor Yolande Nesseth

Project by Hadis Sahabi, Anthony Beauchamp, Zhiting Chen, Ruoxi Wang

LaSalle College, Montreal

March 23, 2021

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# Introduction

## Introduction of Alexander Guimond

Mr. alexander Guimond is the Co-CEO at Altitude-Sports.com. Alexandre Guimond was an employee who put his blood, sweat and tears into the company since 2004 and 2008 respectively, in 2011 buy Altitude-sports.com and become majority owner. Heavily involved in e-commerce, his primary mission is to have the customer receive a complete shopping experience, online and in-store.

## Presentation of Altitude-sports.com

Altitude Sports is an outdoor e-commerce clothing company that sells and manufactures a wide range of sports outerwear, outdoor equipment, and urban wear, focusing on travel, hiking, and camping. The company was founded in 1984 and its headquarters is in Montreal, Canada. The retailer's first store opened on Montreal's St. Denis Street in 1984. The company was known as Altitude Sports Plein Air, selling, and renting outdoor equipment and clothing for outdoor activities. The Altitude-sports.com website was created in 1999 and was one of the first online outdoor retail sites in Canada The Last Hunt, a sister outlet site, opened in 2010.

In 2011, the company was acquired by Alexandre Guimond and Maxime Dubois, employees who became majority owners after the purchase. 2016 saw Altitude Sports partner with Quartz Co. and Monarch to design and produce the world's first parkas insulated with milkweed.

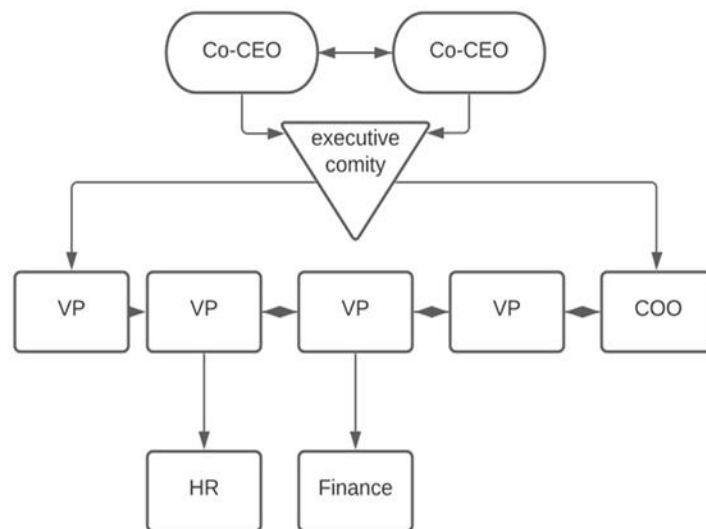
In 2016, revenue from the bricks-and-mortar retail stores made up only 2% of the company's total sales, with most of the business being generated online. The St. Denis Street store closed in 2016, the beginning of a shift to a 100% online retailer. In early 2018, BDC Capital became a minority shareholder of Altitude Sports. In the fall of 2019, with items from 430 brands available, the company expanded, creating an online marketplace. In September 2019, Altitude Sports launched its first ready-to-wear collection, Vallier, which included coats, t-shirts, socks, sweaters. According to several sources, the collection is for the most part made from sustainable materials such as organic cotton, Japanese wool, and others.

## Job function

### Organizational chart

As a CO-CEO in Altitude-sports.com, the highest-ranking executive in a company, whose primary responsibilities is developing high quality business strategies and plans ensuring their alignment with short-term and long-term objectives is one of Alex's job. He told us in an interview that there is a friendly atmosphere at Altitude-Sports.com and he prefers to be friend with his employees and call them "my colleague". Regarding the organizational chart, even if it seems like the Co-CEOs are higher, it is just a matter of responsibility because they really work equally with every of their employees. Alexandre said that every day, he had a blank agenda that people could fill in with calls and appointments, so he is very available for anyone. He is also working very closely with the executive comity, which makes all the big decisions and insure the good flow of the company with all the others. But as a CEO in the company, he has various responsibility. Company includes 4VP, 1 COO and the two Co-CEO.

### Organization chart



### Formal job description

A chief executive officer (CEO) is the highest-ranking executive in a company, whose primary responsibilities include making major corporate decisions, managing the overall operations and resources of a company, acting as the main point of communication between the board of directors (the board) and corporate operations and being the public face of the company. A CEO is elected by the board and its shareholders.

- Provide inspired leadership company-wide.
- Make high-level decisions about policy and strategy.
- Report to the board of directors and keep them informed.
- Develop and implement operational policies and a strategic plan.
- Act as the primary spokesperson for the company.
- Develop the company's culture and overall company vision.
- Help with recruiting new staff members when necessary.
- Create an environment that promotes great performance and positive morale.
- Oversee the company's fiscal activity, including budgeting, reporting, and auditing.
- Work with senior stakeholders, chief financial officer, chief information officer, and other executives.
- Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Work with the executive board to determine values and mission, and plan for short and long-term goals.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Oversee the day-to-day operation of the company.
- Work closely with the human resource department to ensure great hiring.

## In-Depth profile of Alexander Guimond

### Educational background

High school: Alex went to international high school. It was a public school because he preferred to be a part of public system and, he chose international school because he founded it an opportunity to be open about cultural differences.

College & University: He went to Cegep and studied Human science also, he was attracted to literature and Art and History as well. Then he went to Concordia university in 2002 for a year in Bachelor of commerce (B.Com.), International Business. Then for a year he went a long journey around the world. When he came back to the university, he chose Bachelor of Arts (B.A.) philosophy in 2003-2006 at Universite de Montreal and got his degree there. He got his master's degree MScs, Ecommerce in 2009-2012 in that university.

We asked Alex do you think having academic education helps to enter and stay in the market, he answered of course, it does, when he was studying in university sometimes find it hard or boring or not useful, but when he starts working in the real market, he finds out he learned about these issues and know what supposed to do. He learned how communicate in society and manage his finance and, understood importance of his knowledge which came from his education background. The important point for him is that stay connected to academic world. He told us he still learning and studying and takes online classes. He finds it necessary because, business is changing constantly.

### Professional Background

When Alex graduated from university, he had lots of goals. He wants to create a different company and team, and achieve some success in business. His goal was to make his products sustainable, and make it better quality and better manufacturing. The development of products is rapid, so he hoped that his products can continue to develop in this market and create more future.

Alex startet his career in Altitude Sports Plain Air in 2003 as Customer Service Representative and untile 2011 becomes Strategy and Business Development Manager. From 2011 until now he is CEO in Altitude-sports.com As a company we do provide differentiation for many brands, what we do is not perfect. Sometimes you have to accept that it's not the best, but it exists and improves. And then build on it, and over time it gets better and better. It's like the snowball effect. When it's easy for us to say it, because we have made achievements. If you want to be a better player, dancer, gymnast, train them, maybe genius. But for some, basic skills are more natural than others. At the end of the day, it depends on work and time. And sincerely believe that it will have time and days to achieve.

### Importance of Technology

At Altitude-sports.com as one of the biggest online sales websites, technology has a direct impact on the progress and success of the company. Accordingly, the company is extremely proud to be launching new version of their transactional website. It will better respond to the needs of their customers, presenting their vast portfolio of outdoor brands. Designed to be as user-friendly as possible, the site will be further evolving in the future to ensure customers experience is as enjoyable and efficient as possible.

## Professional Accomplishment

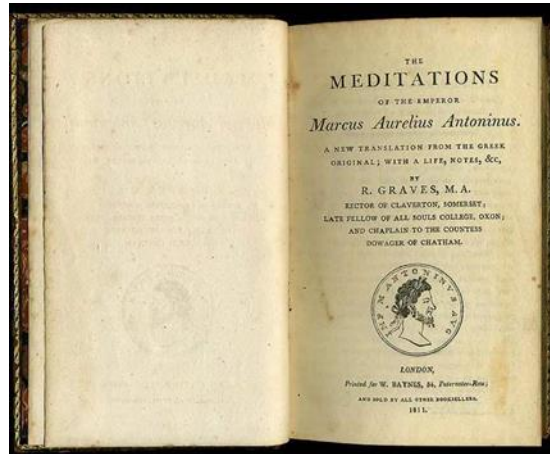
In Alex's opinion, When you want to invest in different projects, make sure you have the right team in place to achieve the goals and risks. You have to adapt to changes in the market, because the data in your life and work can change very quickly. We have to choose our materials carefully to make sure that people are not disappointed with our products. Alex believes that today's customers are looking for the best of both worlds, and that's what his site is all about. Including the design of their products is good and durable, good quality, so that consumers feel comfortable in mind and wear. Understand how to serve customers, do your best to accommodate them and ensure correct actions are taken. He realized that if they want to survive in the market, they would be different. If you have a bigger market, you can ship your products to more customers, and it's easier to expand progress by listing them online. There are risks in trying, but the online users have done it right. I don't think there are any risks.

## Impact of COVID-19

As well as serious implications for people's health, COVID-19 is significantly impacting businesses and the economy. However, Alex believes the consequences of pandemic have benefits for the company. Due to Altitude-ports.com is an online store, people were not able to go directly in store to buy products, they would tend to go online for their shopping. In the case of very technical products like sportswear, it is a must to be able to do a wise choice. Altitude-sports.com already excels at that and customers were able to have a striking service with good recommendation, online, by trained professionals in French, English and even mandarin. Also, due to COVID-19 and the "stay at home" reality that we live in insist people in doing outdoors activities and therefore, the company is the destination of choice. This also applies to the last hunt, which is an independent discounted sportswear online store directed by the same Co-CEOs as Altitude-sports.com.

## Inspirational person & Book

As a philosophy graduated, he likes reading books and one of the best one is Meditations by Marcus Aurelius (was Roman emperor). Alex opinion is the book writer never wrote that book to be famous because he already was, also wrote this book for himself, and the book is kind of guidebook of the writer's life. He believes sometimes we make a plan for ourselves but over time changes take us in another paths which is still good but, if we find out we are not in the right path we can turn back and find the right direction.



## Recommendations

We asked Alex as an admirable person, does he have any advice that will help us while studying and then entering the job market? He said, in my opinion, no human being is perfect, and no human being is like another, so It is better to find our strengths and weaknesses and try to work on improving ourselves So that we can have the best relationship with others in the community and at work.

You must ask question of yourself what you like and what you want to do. It is important that you can combine what you think or hear with your work and passion. As time goes on, many things have changed, including work. If you do not think what you're doing is right, you can change your career.



## Annex

### Altitude-sports.com Logo

Altitude-sports.com is evolving and the brand image must illustrate this change. A new visual identity is launched, putting the individual at the center of the logo. It allows our focus to be more inclusive than just the outdoors, and puts comfort as a whole at the forefront, whether in the city or nature.



### The Last Hunt

The Last Hunt is an outlet website which at first, helped the overstock from altitude sports get sold at a discounted price. Then, in addition to the overstocks, the company buys products from previous seasons from suppliers to then sell them too at a cheaper price on the website. It also proposes the same services as altitude sports.

### Vallier

Vallier, which emerged in 2019, is the creation of the two CO-CEOs of altitude sports after seeing all the supplies they get for their own store and make something that is the best of the best with all their experiences. It proposes fashionable and ecofriendly products that are very well made and designed with great rigor.

## Contact Information



[alex@altitude-sports.com](mailto:alex@altitude-sports.com)



[linkedin.com/in/alexandreguimond](https://www.linkedin.com/in/alexandreguimond)



[altitude-sports.com](https://altitude-sports.com) (Company Website)

[altitude-blog.com](https://altitude-blog.com) (Company Website)

[thelasthunt.com](https://thelasthunt.com) (Company Website)



Altitude Sports Warehouse

333 Rue Chabanel O #705 · +1 800-729-0322

Altitude Sports Corporate Office

90 Rue Beaubien O #601 A · +1 800-729-0322

## Thank You Letter

March 23rd, 2021

Alexander Guimond  
CO-CEO, Altitude-sports.com  
90 Rue Beaubien O #601 A,  
Montréal, QC H2S 1V6

Dear Mr. Guimond

We would like to express our gratitude for the valuable opportunity to have an interview with you over our teams conference. As we hoped we would be able to interact all together and take a tour of your workplace, the circumstances of COVID-19 did not allow us to do so. We really appreciate you taking your personal time to join us as well as our class and sharing your worth advice with us. Thank you for being so generous about all the information that you have provided to us. You have inspired us to consider moving forward in our career and to follow our dreams.

Once again, we really appreciate your willingness to assist. It is helpful to have someone who has experienced to offer guidance.

Sincerely,

Hadis Sahabi, Anthony Beauchamp, Zhiting Chen & Ruoxi Wang.

## Bibliography

[https://ca.indeed.com/hire/job-description/ceo-chief-executive-officer?aceid=&gclid=CjOKCQjwjPaCBhDkARIsAISZN7SH12vnbRQfz6TfPKmigO6gCoYiOwJd1ixEHF-JO PSQstdk6ga2olaAtcXEALw\\_wcB](https://ca.indeed.com/hire/job-description/ceo-chief-executive-officer?aceid=&gclid=CjOKCQjwjPaCBhDkARIsAISZN7SH12vnbRQfz6TfPKmigO6gCoYiOwJd1ixEHF-JO PSQstdk6ga2olaAtcXEALw_wcB)

<https://www.linkedin.com/in/alexandreguimond/?originalSubdomain=ca>

[https://en.wikipedia.org/wiki/Altitude\\_Sports](https://en.wikipedia.org/wiki/Altitude_Sports)

<https://www.altitude-sports.com/pages/about-us-a-propos-de-nous>

<https://www.topionetworks.com/people/alexandre-guimond-5e05fe1f78e0024d1c8c6adf/#careers>

# Alex Guimond

CO-CEO AT ALTITUD-SPORTS.COM

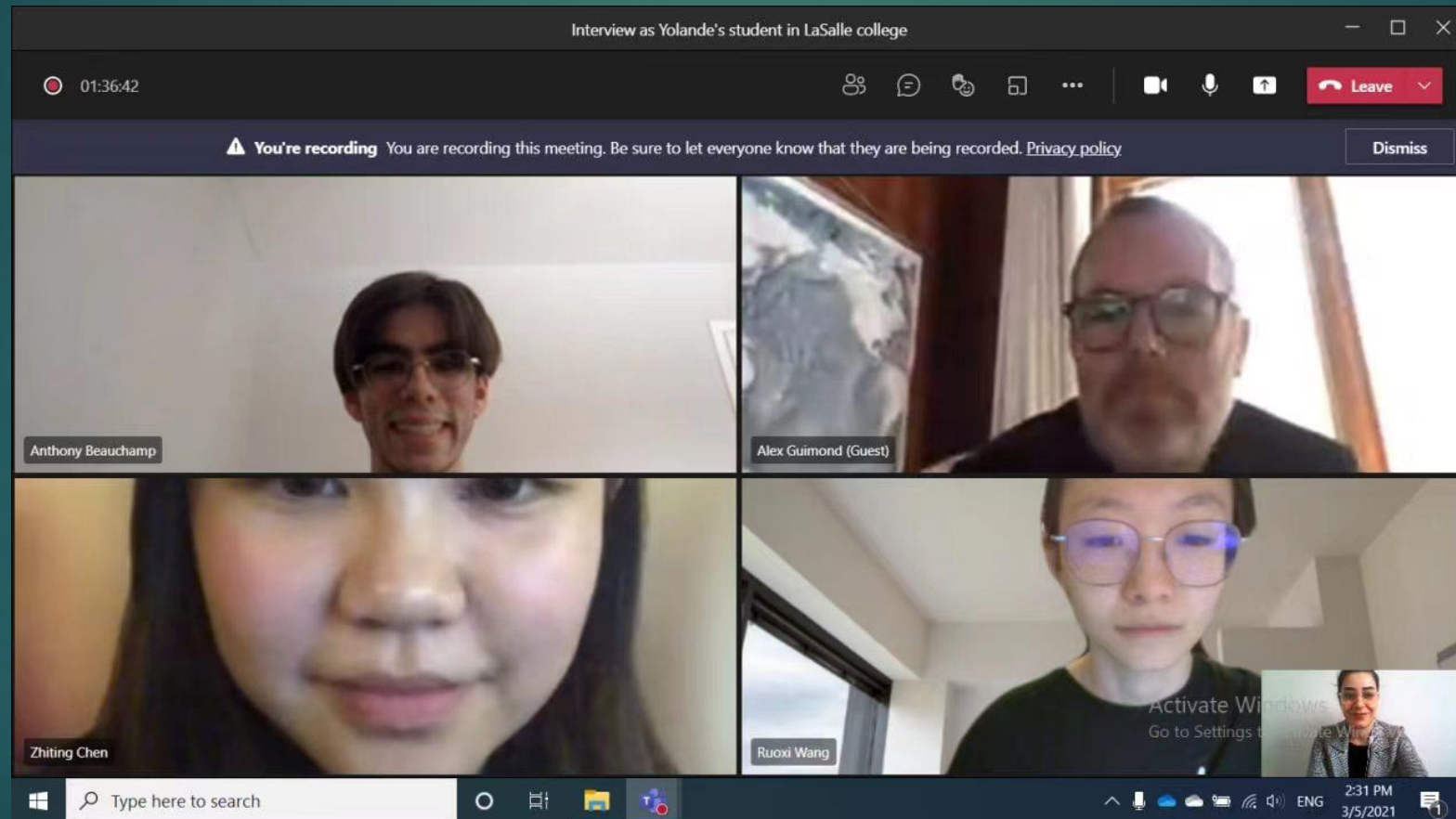
EMAIL: ALEX@ALTITUDE-SPORTS.COM



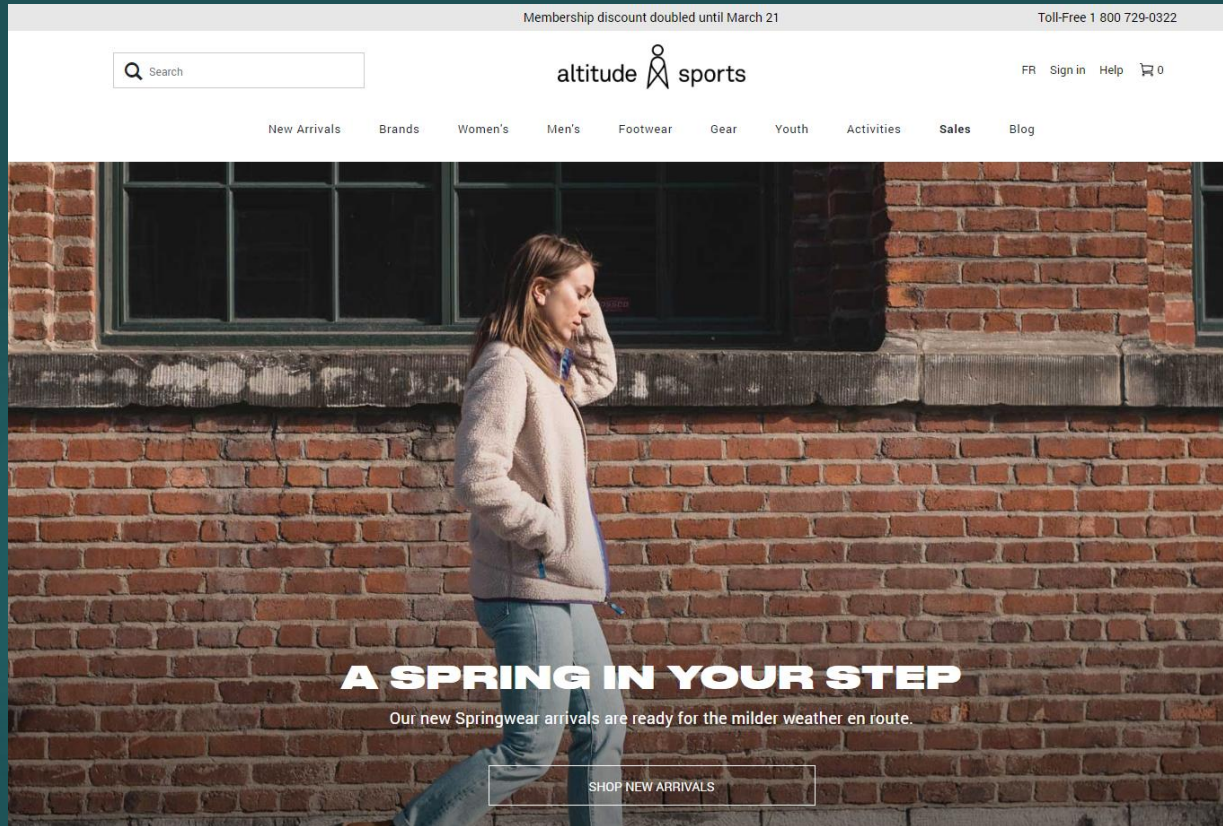
Present by Anthony Beauchamp, Hadis Sahabi, Zhiting Chen, Ruoxi Wang

# Job Task Analysis

## March 5<sup>th</sup> , 1pm



# Altitude sports

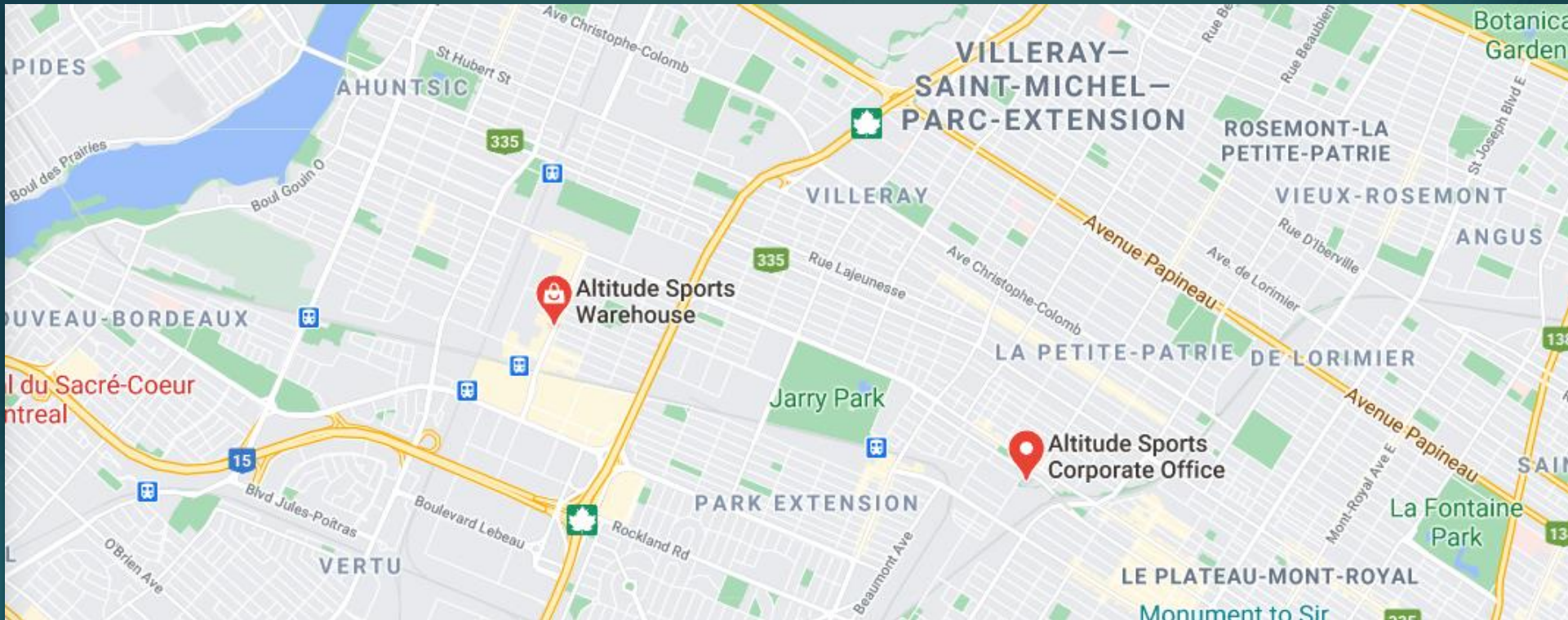


In **1984**, the opening of the first store on St-Denis street as Altitude Sports Plein Air. In 2009, another store opens in Mont-Temblant, paradise of outdoor activities

In **1999**, the online store "Altitude-Sports.com" is launched. It was one of the first online outdoor retail sites in Canada.

**-It became the only source of income since 2019**





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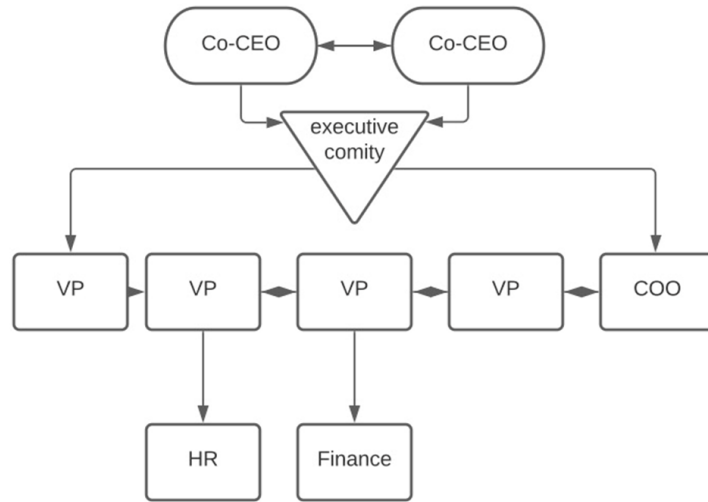




# 2011

**Alexandre Guimond** and **Maxime Dubois**, buy Altitude-sports.com and become majority owners.

Heavily involved in e-commerce, their primary mission is to have the customer receive a complete shopping experience, online and in-store.





[Brands](#)[Women](#)[Men](#)[Footwear](#)[Gear](#)[Youth](#)[Biggest discounts](#)

# The Last Hunt

ONE DAY ONLY

# SPRING CALLING EVERYTHING

No exclusions

SHOP NOW

- ▶ Discounted online store
- ▶ With good features like trained professional to answer your questions, help you make a better choice

# First collection: Vallier

- ▶ In September 2019, Altitude Sports launched its first ready-to-wear collection, Vallier, which included coats, t-shirts, socks, sweaters. According to a number of sources, the collection is for the most part made from sustainable materials such as organic cotton, Japanese wool and others
- ▶ Goal: Practical, technical, fashionable and versatile.





# Life at Altitude Sports

Where work, conviviality and simplicity coexist.







vallier



patagonia



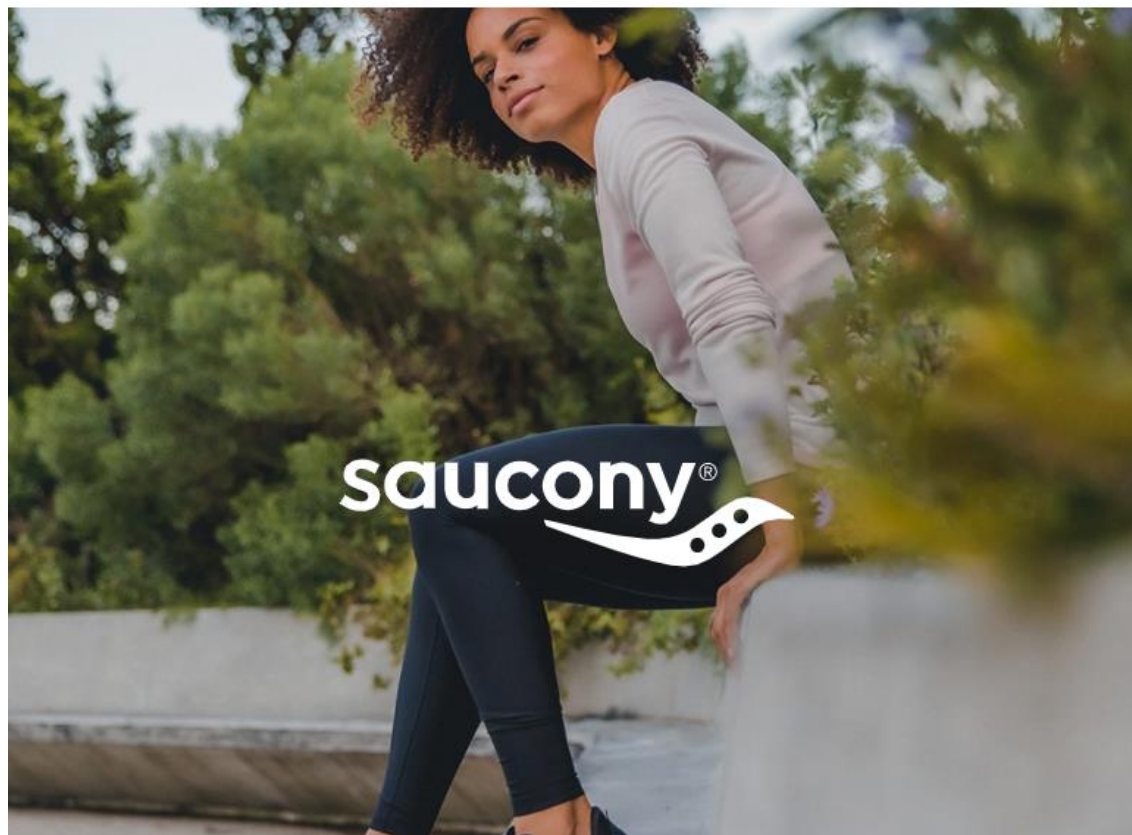
SOIA & KYO



MACKAGE



[SEE ALL  
BRANDS](#)



**GIVEAWAY**  
Win \$300 of Vallier products

Activate Windows  
Go to Settings to activate Windows.



# Education Background

Alexander Guimond



went to Cegep  
college and  
studied Human  
science

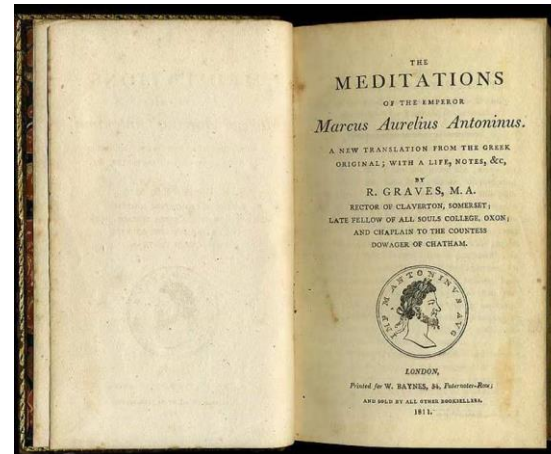
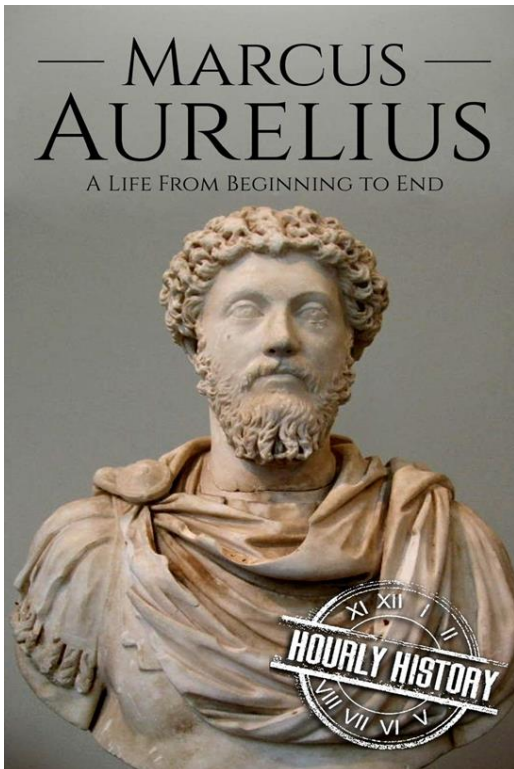


Concordia university in  
2002-2003 in Bachelor of  
commerce (BCom.),  
International Business.



University of Montreal  
Bachelor of Arts (B.A.)  
philosophy in 2003-2006  
MScs, Ecommerce in  
2009-2012

# Alex's Favorite Book



- ▶ As a philosophy graduated, he likes reading books and one of the best one is Meditations by Marcus Aurelius (was Roman emperor)