

House Resolution 495

By: Representatives Adeyina of the 110th, Beckles of the 96th, Berry of the 56th, Bell of the 75th, and Cannon of the 58th

A RESOLUTION

- 1 Recognizing and commending Mr. Dexter Percil; and for other purposes.
- 2 WHEREAS, Mr. Dexter Percil is a people-centric leader with a magnetic personality and
3 sharp intellect who has left an indelible mark on prestigious commercial entities across the
4 Caribbean; and
- 5 WHEREAS, Mr. Percil's significant organizational and leadership talents, remarkable
6 patience and diplomacy, keen sense of vision, and sensitivity to the needs of his community
7 have earned him the respect and admiration of his colleagues and associates; and
- 8 WHEREAS, as the Commercial Manager at Blue Waters St. Lucia Ltd., Mr. Percil provided
9 strategic leadership and direction to the Commercial team, driving sales growth, marketing
10 strategies, and outbound logistic strategies; and
- 11 WHEREAS, under his leadership, the company achieved an outstanding \$9 million sales
12 growth in just two years, surpassing budget expectations and achieving remarkable
13 year-over-year revenue growth; and

14 WHEREAS, during his tenure as the Senior Sales & Marketing Manager for Wines, Spirits,
15 Tobacco & Brewery at Peter & Company Distribution Ltd., Mr. Percil conceptualized and
16 launched the marketing strategy for PCD Experiences, resulting in increased brand
17 engagement and experiential marketing exposure and leading to a significant boost in
18 departmental sales revenue from \$40 million to \$50 million in 2018, with a gross profit
19 exceeding \$10 million; and

20 WHEREAS, as the Export Sales Manager at Banks Holding Ltd. in Barbados, Mr. Percil
21 executed a successful Pinehill visibility campaign across seven Caribbean markets, resulting
22 in an over 50 percent brand awareness increase; and

23 WHEREAS, his journey is a testament to his unwavering commitment to excellence, his
24 ability to forge strong connections, and his continuous pursuit of innovative solutions in the
25 ever-evolving landscape of business; and

26 WHEREAS, it is abundantly fitting and proper that the outstanding achievements of this
27 exemplary business leader are appropriately recognized.

28 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
29 the members of this body recognize and commend Mr. Dexter Percil as a true inspiration in
30 the world of sales and marketing as well as extend their sincere best wishes for his continued
31 success.

32 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
33 and directed to make an appropriate copy of this resolution available for distribution to Mr.
34 Dexter Percil.