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Career profile

An executive with over 25 years of business development, strategic alliance, corporate development and product management experience in high tech, and enterprise markets. A passionate and results-oriented team leader with a desire to achieve results in a fun, high-growth company. A start-up person with an enterprise background versed in capital efficiency, product strategy and scaling for growth.

Careercloud: Corporate Development; M&A; Business Development; International; Partnerships; Board; Sales and Marketing; Operational Excellence; B2B SaaS; Mobile

Exits/M&A: Attendease - Tripleseat (2023), Contractually - Coupa (2015); Sierra Wireless IPO (1998); Qualcomm Modules Division (2000)

Boards: Attendease (2016-2023), WINBC (2004); Canadian Council of Innovators Board Governance Level 1

Career Highlights

CHAIR, CEO AND PRESIDENT

Attendease Software Corp, Vancouver, BC

Nov 2015 - Nov 2023

- Scaled the company and drove the transition from Services to Product company; Managed transition from 90% services revenue to 80% product revenues; grew MRR from \$5k/month to \$150k+/month
- Managed all Board, corporate development and investment activities; **EXIT to Tripleseat August 2023. Managed deal from end to end.**
- Managed all sales and marketing activities including re-branding, lead generation, sales pipeline, sales enablement, website, and marketing campaigns.
- Oversaw overhaul and build out of platform.
- Prepared and positioned for financing; improved decision-making and priority planning; updated accounting and revenue processes and systems, re-oriented value proposition for product-focused growth; built management team and led culture change.
- Raised \$2M in financing (debt and notes).

HEAD OF BUSINESS DEVELOPMENT

Contractually, Vancouver, BC

2013 - Oct 2015

- Business development – led generation, sales, partners, marketing
- Managed all sales and marketing activities including lead generation, sales pipeline, sales enablement, website, and marketing campaigns. Managed mid-market and enterprise contract negotiations. Created initial sales and marketing programs to transition the company from SMB to mid-market and enterprise markets.
- Led the charge on building a highly connected, paperless sales and marketing stack including Salesforce, Quickmail.io, Buffer, Feedly, Carb.io, Intercom, Gathercontent,

Zapier, Hootsuite, and ToutApp. Implemented best practices around lead generation 2.0 and content marketing for effective outbound campaigns.

- Executed Salesforce AppExchange agreement and led building a strong working relationship with Salesforce as a paid application partner.
- Contribute to hiring and building the team, culture, and corporate development. Built and maintained annual financial operating model.

DIRECTOR, NEW BUSINESS DEVELOPMENT AND PRODUCTS

BCLC, Vancouver, BC

2009 - 2012

- Led the development of a national mobile lottery strategy including development of new mobile social games and enterprise technology architecture. Built consensus across CEO's of five regional lottery corporations and with key stakeholders.
- Drove execution of a \$6M new Lottery distribution system leveraging financial networks and debit/credit pin-pad devices, changing how lottery products are offered. Negotiated complex contracts to enable the partnership with TD for use of their payment gateways and financial network. Solution enabled an additional 1,000 new points of distribution at less than 10% the previous cost per point.

PRESIDENT

Incite Ventures Advisory, Vancouver, BC

2005 - Present

- Wireless infrastructure company. Assisted the client with market research into competitors, product differentiation and feature/function trends.
- Wireless technology start-up. Fulfilled role as VP Marketing and Products to define product portfolio and assist with business development with wireless operators, handset vendors, operating system vendors, and application partners.
- Wireless meter-reading technology company. Assisted in defining expansion of product line beyond base electricity meter products.

VICE-PRESIDENT, BUSINESS DEVELOPMENT AND PRODUCTS

EQO Communications, Inc., Richmond, BC

2006 - 2007

- Defined product offering to bridge social networks, instant messaging, presence and text/voice communications on a mobile phone application.
- Led business development and product concepts with social networking partners and mobile operators and MVNO's; managed online customer acquisition process and website. Built working relationships with key stakeholders at Yahoo, Facebook, Bebo, Helio/MySpace, Bell, Telus, T-Mobile and British Telecom.

DIRECTOR, MARKETING AND BUSINESS DEVELOPMENT

Sierra Wireless Inc., Richmond, BC

1998 - 2005

- Led the creation of two generations of Windows Mobile smartphones and software products; built key mobile operator distribution channels in Europe and led a team to research and partner with over ten software partners for value-add software offering.

- Successfully created business partnerships with Microsoft, Intel, Ziba Design (Industrial Design), Mitac (Manufacturing), Interbrand (Brand Development) and DDB (Advertising).
- Added over \$20M in revenue and enhanced the competitive position of the company through the acquisition of the embedded modules division of Qualcomm to help position the company as the de-facto wireless enabler for the Internet of Things.
- Generated over \$15M in revenue through launch of the company's first product for Sprint and Verizon.
- Executed agreements with and managed partnerships with Qualcomm, Lucent, Microsoft, Compaq/HP, and many smartphone application providers. Corporately, led the Partnership program with over 50 partners.

CONSULTING MANAGER, CUSTOMER CONNECTIONS PRACTICE

Ernst & Young Consulting

1992 - 1998

- Generated revenues of over \$1M through creation and leadership of a Western Canadian Customer Relationship Management (strategy, technology solutions) practice in less than 2 years.
- Assisted in the establishment of a new services business for a \$1B energy company. Developed business plan and business case. Scoped and defined the company's consumer self-serve portal offering.
- Lead the development of a new retail business for a large energy company including development of new products and services and sales/marketing strategies.

Education

- Canadian Council of Innovators – Technology Board Program Level 1 **2022**
- Stanford Technology Leadership Program **2004**
 - *Winner - Silicon Valley Venture Team for Insertable Diabetes Monitoring System*
- Wine and Spirits Education Trust, Diploma **1998**
- Bachelor of Commerce, Majors in Information Technology & Strategy **1992**
University of Calgary

Interests

Enjoy triathlon, running, cycling, cooking, oenology, nordic skiing, international travel

2003 - present	Triathlete; completed 2005 Ironman Canada
2005 - present	Team-member, Vancouver Falcons Athletics, Vancouver, BC
2005 - 2007	Team-member, Coastal Cycling Racing Team, Vancouver, BC
2003 - 2005	Vice-President and Board Member of WinBC, Vancouver, BC