

CURRENT CAREER PATH

To turn 10 million into a 100 million into a multi-billion dollar company and to make the world a better place by doing so.

Will provide experience, knowledge and strengths as Intrapreneur, visionary, line-of-business manager, product development business lead, market strategist, digital/traditional marketing manager, and customer experience operations manager. Team goal must be no less than to move a company from idea to concept to launch to well managed product cycles to market growth to ubiquity and beyond. Will lead and inspire. Equity a must. Positive work culture a must. Currently interested in corporations moving forward with these types of projects:

- GPS applications and platforms. (E.g. Generating new services from forthcoming GPS accuracy improvements.)
- Virtual world concept to launch. (E.g. Monetization through virtual products, currencies and in game advertising.)
- Mapping ecosystems (E.g. Linking smart objects networks to drive consumer care and revenue opportunities.)
- Linguistic business models and brand exports. (E.g. WWL deployments OR Extending texting into cultural brand.)
- Time-sensitive marketing and e-commerce strategies (e.g. Buy what you see during the Olympic broadcast.)
- Innovative health care companies (E.g. Developing tactical and strategic road maps for product releases.)
- Consumer level AI, robotics, and space automation (E.g. Iphone centered retail.)
- Brand and product internationalization. (E.g. What is your QQ.com, renren.com, baidu.com strategy?)
- Service blueprint review. (E.g. Mapping customer contact, qualifying experiences, and applying creative solutions.)
- New video technology business models. (E.g. Using biometrics and motion capture to generate meta data.)
- Virtual community innovation. (E.g. Generating new features to a platform for a better user/social experience.)
- Sensual environments. (E.g. Creating experience environments that sell OR sound branding strategies.)
- Augmented reality applications, data visualization and new viewing tech. (E.g. Live star map on ceiling anyone.)
- Building cultures using contests, crowd sourcing, Open Source, APIs, and SDKs (E.g. Hacker attacks for launch.)
- Data as money; money as data. (E.g. Taping into financial market networks to extract more data/money.)
- Re-physicalization of digitally dominant markets. (E.g. Moving vinyl to a niche, up-market product.)
- Disintermediation of physical markets by launching digital markets. (E.g. Fine arts market digital revolution.)
- Full life-cycle operational reviews to derive more value at traditionally ignored stages. (E.g. Sun Chips bio bags.)
- Data exhaust and search term mining. (E.g. Building better supply around network demand where supply is weak.)

QUALIFICATIONS / STRENGTHS

Architect technology, business, and customer experience solutions. [Intrapreneur. Visionary. Business Lead.]

From concept to execution, from analysis to strategy, Mr. Brind'Amour is a natural ideas architect. Enjoys understanding and actualizing on data & application models, conceptual models, market models, technology adoption and product life-cycle blueprints, new business models, product design, GUI/NUI design, brand development, process design with understanding of ABC and critical path. Enjoys digging deep into the technology layers to understand challenges, technology currents, and to make technology timing decisions. Natural ability to balance heuristics, data analysis, behavioral dynamics, sociological statistics, and macro & micro economic conditions to make decisions. Natural field-vision of how time, brand, product, design, service experience, perceived value and price impact short and long term success. Strong aptitude for turning vision and concepts into real-world implementation and revenue drivers. Effectively rationalizes and prioritizes.

Create and innovate. [Business Lead. Intrapreneur. Visionary. Market Strategist. Operations Manager.]

From unique ideas to aggregating, integrating and adapting existing concepts, Mr. Brind'Amour enjoys building Intellectual Property (IP) assets. A natural at identifying and creating process innovations. For pure technology innovations, enjoys managing, encouraging, and providing business insight as part of a multi-disciplinary team. Managing trademarks and patents are key, but must also be risk analysed with Legal in a context of gaining first-mover advantage. Licensing strategies and partner and consortium activities can drive multiple product cycles. Experience buying and selling of IP. Consistent track record of finding opportunities and building IP within product and marketplace context.

Identify and execute market strategies. [Market Strategist. Intrapreneur. Business Lead.]

From understanding the opportunity cost to managing market share growth, Mr. Brind'Amour enjoys crafting winning market programs. A natural at the analysis and planning stages which include analysing markets, analysing statistics and data for causal and correlated significance, staying ahead of industry developments, evaluating competitor strategies, synthesising information, and conveying findings to all stakeholders. Believes in build and deploy solutions to beta and alpha focus groups with live customers. Understands planned obsolescence as part of a multi variate product line strategy. Inherently looks for positioning and partnering opportunities that will benefit short and long term. Enjoys providing a fresh view, executing with strategies and tactics that are proven and trying new solutions to derive attention and customers. Communicating, coordinating and championing with techies, marketing, sales, PMO, legal, accounting, executive and suppliers to create a winning team environment and successful launches. Addicted to McKinsey Quarterly and HBR.

Lead startup (or rescue) projects. [Intrapreneur. Business Manager. Operations Manager. Marketing Manager.]

Mr. Brind'Amour is ready to lead with his complete understanding of fast-paced business environments. He enjoys developing and managing startup plans and budgets (marketing, sales, operations, financials), establishing management cycles, and hiring people who are smarter. Will always create a culture of good. Enjoys establishing and monitoring KPIs and financial ratios to influence focus. Crafts plans and relationships for exit strategies. Understanding of the importance of establishing clear plans and relationships for equity and debt financing, investor relations, and public markets. Understands the importance of investing in marketing and making your sales force successful. Has strong communication and presentation skills.

Manage marketing initiatives. [Marketing Manager. Business Manager.]

Mr. Brind'Amour is very comfortable with managing marketing. Experience developing and managing Internet marketing strategies which include social networks, PR, Web sites, viral media, memes, video, affiliates programs, online promotions, online advertising, banner advertising, PPC, SEO. Experience managing traditional pull and push marketing programs with an understanding effectively establishing channels to market. Especially passionate about jumping point initiatives that move communities from physical to digital environments, and back again. Experience managing marketing services and working with external marketing suppliers such as agencies, advertisers, designers, media, media buyers, printers, Web designers and writers. Understanding of market channel friction issues. Enjoys establishing strong management review and budget cycles and tweaking marketing mix for better value results.

Manage digital products and professional services. [Business Lead. Business Manager.]

Mr. Brind'Amour is a capable business lead and project manager for developing and managing software development projects AND establishing a professional services practice. Enjoys working with technical lead, developers, GUI/NUI designers, partners, users, and stakeholders to build and launch applications. Enjoys using Agile project management approach to managing quality triangle. Enjoys building effective use cases and QA. Enjoys establishing data quality and business intelligence initiatives. Experience managing security, backup, redundancy, scalability, uptime, and payment gateway issues. Experience managing offshore teams in India. Understands where the value in a networked market chain lies and where to develop vs. Integrate or license and where to spend time with R&D. Natural at creating clear professional services products and establishing marketing to fulfillment processes for the effective delivery of those products.

Manage operational improvements. [Business Manager. Operations Manager.]

Mr. Brind'Amour adds value by streamlining and automating processes. Most passionate when it comes to tracking the customer experience, building service blueprints, and identifying operational or market opportunities backed by data. Enjoys encouraging staff to participate. Believes in retraining staff to spend time on value creation activities. Enjoys creating visual kanban style management systems that adapt and motivate teams. Has established the use of Google apps, 37 Signals apps, trouble ticket apps, VOIP systems, and other best-in-class tools. With regard to general operations management, have negotiated leases, worked with accounting, sales, legal, controllers, general contractors, architects, civil engineers, banks, business insurance and general supplier relationships.

Value and lead diversity. [Business Lead. Business Manager. Visionary.]

Mr. Brind'Amour believes in serving a global marketplace and that different cultures and perspectives create value within the organization. Enjoys learning and sharing with people of different cultures. Regularly takes language classes in Chinese and Spanish and benefits from being fluent in English and French. Genuinely interested in younger generations and older generations and how the world is meeting their needs. Genuinely strives to break down organizational stigmas and can be found not just walking around, but, with sleeves rolled up, helping. Enjoys uncovering, adapting and applying cross-cultural ideas to other business and cultural environments. Understands ambassadorial role and responsibility of creating a culture of good. Attends Economist Ideas seminars and is addicted to TED.

WORK HISTORY

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2005 - current

Global Digital Agency focused on providing clients with strategy, creative, technical, and marketing performance and optimization services.

President / Intrapreneur / Division Manager

Lead health care products division (Dental) for Rare Method Interactive for over 3 years. Revived and rationalized product line (from Website services to multi-media presentations) to increase sales. Set strategic focus, mission and vision. Hired and managed creative and technical team members. Worked with legal and financial. Worked with CEO to move company from services into products. Developed new Web-based software product, smilegallerypro.com after identifying an unserved market need. Managed focus groups and ensured HIPAA government compliance. New product launched in 3 months and was already cash flow positive on launch with a ROI of 10 months. Agile project management approach used. After parent company restructured, purchased division, automated operations and enjoyed a Timothy Ferriss work week.



Business and Technology management consulting for small and mid-sized corporations.

Management Consultant

Have helped companies by performing strategic reviews, identifying short and long term competition and identifying competitive advantages to be pursued with programs that provide a transparent system between sales & marketing, operations, and clients. Have helped by providing customer care rationalization and improvements moving overall experience from "acceptable" all the way to "delightful". Have brought kanban style systems to service blueprints. Have managed delivery of websites, application development, SEO, PPC and general marketing plans. Have integrated best-in-class applications for the effective management of businesses at minimal cost. Established Facebook and Twitter consulting for business clients in 2008.



Global IT services firm primarily known for enterprise-level application development, integration, and business intelligence projects using Agile, XP, and OO programming .

Business Development Manager

Worked with global sales team headquartered in Chicago to grow company presence and revenue in Canada. Customer base included Alberta Fortune 100, Canadian region, and some large accounts in the United States. Sales targets set in the millions. Marketing and communications projects tied to sales launched on quarterly basis and tracked for effectiveness. Worked an effective partnership strategy with Microsoft and secured multi million dollar contract with top corporate target, WestJet.



Small enterprise application integration (EAI) professional services firm helping large corporations with key layers of their systems architecture.

Director, Marketing

Created strategy for promoting image, brand and awareness, taking marketing initiatives from concept to execution. Managed internal and external resources to produce all marketing materials including Web site and sales support materials. Designed communications campaign and conference schedule that secured 5 by 5 as a leader on a Canada-wide scale. Refined experience with complex, solution-based IT sales involving strategic vendor partners such as Information Builders and Microsoft. Derived revenue from Alberta Fortune 100 companies.



Global Digital Agency focused on providing customers with planning, design, and distribution, and technology implementation services.

Information Architect

Worked as a consultant on Procter & Gamble's primary Web site PG.com as information architect. Catalogued and coordinated content, click flow, XML and application servers.



Digital Agency focused on providing customers with strategy, design, and technology services.

Acting, Vice-President, Sales and Marketing / Strategic Information Manager

Developed, introduced and supported all sales and marketing functions. Designed marketing campaigns that secured company as a leader in the marketplace. Refined experience in PR, promotions, advertising, product management, and Internet marketing. Developed strategy for promoting image, brand and awareness while taking marketing initiatives from concept to execution. Refined core marketing messages and led process re-engineering to provide a more transparent communication process between the production team, sales team, and clients. Managed internal and external resources to produce all marketing materials including Web site, sales support materials, trade show booth, media buying and media kits.



1995 - 1998

CIAS and Tengu Free Trade Zone, Tian Jin, People's Republic of China.

Executive Volunteer / Marketing Manager / Trade Representative

Post baccalaureate work with Canadian NGO assisting immigrants by providing services in over 50 languages. As a member of the central fundraising committee, led the Glenbow Museum Registry initiative. For this project alone, created the business plan, managed the budget, won project approval from the CIAS board of directors, managed CIAS staff and championed PR, advertising, promotional, and supplier initiatives. ALSO, on three different occasions, lived and traveled in China. Notably became a trade representative between Tengu Free Trade Zone (FTZ) and Alberta, Canada. Lived and worked with FTZ management, learned all facets of FTZ operations, developed relationships, and learned the fundamentals of speaking Mandarin.

EDUCATION



Executive MBA with a specialization in Information Technology Management



Honours Bachelors of Political Science, Asian Politics and History