

Experience

Co-owner, Horizon & Co.

2005 - Current, Toronto, Canada

Horizon & Co. (founded in 1963), a boutique luxury travel company with a mission to design and stage authentic and deeply personal travel experiences (worldwide) that are carefully choreographed to induce a life-long memory. Founder of **Radical Sabbatical**, specializing in corporate program, providing creative solutions for corporate hospitality, incentive trips and executive retreats.

Client Services Director, Maritz Inc.

2003 - 2005, Toronto, Canada

Led team of 20 people focused on becoming the clients' (Hewlett Packard and Microsoft) most valuable ally. Multi million dollar business across several business units including sales and account management, rebate administration, project management, developed a new, ROI driven approach to research driven experiential event marketing.

Director of Business Development, The Hive Strategic Marketing Inc.

2001-2003, Toronto, Canada

Architect of proposed new company positioning focused on the synergy between consumer brand marketing and full service, integrated performance improvement solutions for employees and channel partners. Authored new company positioning, "we help companies simultaneously build brands, improve people performance and increase sales by delivering brand driven experiences that engage and transform employee, business and consumer audiences"

Co-founder, Destination Arctic, (A division of The Hive)

2000-2001, Toronto, Canada

Co-founder and Managing Director of a "Destination Management Company" and tourism marketing consulting company specializing in the Canadian North. Led a comprehensive re-branding initiative with national airline.

Co-owner, Wanapitei Canoe and Northern Outdoor Expeditions Inc.

1998-2000, Peterborough, Canada

Co-owner of Canada's oldest outdoor adventure company, based in northern Ontario, offering guided adult canoe trips throughout Canada's Arctic.

National Accounts Director, Molson Breweries of Canada

1997-1998, Toronto, Canada

Led the development and execution of plans in over 75 National Accounts. Annual sales/marketing budget of \$13 million. Grew departmental share by 5% despite company gains of only .01%. Led the pitch to secure exclusive beer supply arrangement with Molson's largest customer in Canada improving share position from 50% to 100%. Authored three-year national account strategic plan.

Director International, Molson Breweries of Canada

1995-1997, Toronto, Canada

Reporting to Senior Vice President, responsible for the marketing and selling of all Molson brands outside of North America to both new and existing customers worldwide. Negotiated licensing agreement with Scottish Courage (largest U.K. brewer), that resulted in an improved royalty structure allowing profit to be realized for the first time in ten years. Directed the launch of Molson's first International brand - licensed production in the U.K. Responsible for the new market assessment, feasibility analysis and contract negotiation leading to successful launch of Molson brands into the Taiwan market. Successfully transformed the International Department from a loss making division to a profit center. Led "due diligence missions" exploring the viability of 3 international brewery acquisitions.

National Sales Manager, Molson Breweries of Canada – UK Division.

1990-1995, London, England

Education

Human Resources Management Graduate Diploma with Honors

1985-1986, Seneca College, Toronto, Canada

Bachelor of Arts in Business (BA) – Industrial Psychology major

1982-1985, Trent University, Peterborough, Canada

Certified Executive Coach

Certified in LEA 360° Tool
(Leadership Effectiveness Analysis)
Personal Branding Workshops

Expertise

Strategic Selling
Value Creation
Integrated Marketing
Brand Alignment
Leadership
Channel Enablement
HR

London, England Pub Owner

The Manor Arms
The Royal Standard
1986 - 1990

Experience Economy Evangelist

Experience Design
Choreographer

ROI Obsessed

Unique Measurement Methodologies

Intrapreneur

I eat what I kill

To Do

Get my motorcycle license

My Brand promise

Smart ideas put into action

Energizer

Bias to immediate action
Relentless optimist

Et Cetera

Check out my website
I also like cigars