

My Strengthsfinder top-five strengths include: *Ideation, Futuristic, Strategic, Command, and Input* (<http://www.strengthsfinder.com/>). These attributes define both my “talents” and the areas in which I derive the greatest satisfaction. It is my goal to use these strengths—as well as my knowledge in the fields internet marketing, search engine optimization, domain parking and monetization, marketing automation, enterprise software marketing, product planning, next-generation software technologies, disparate data integration, biometrics, e-commerce, CRM, business process planning, and systems implementation—to help a dynamic organization drive additional sales, attract new customers, and strengthen customer relationships.

## **Reinvent Technology Inc.**

**6/2007 - 3/2008**

### **VP of Business Development & Manager of Intellectual Property**

Reinvent Technology is a direct navigation, new media company that manages an owned and operated portfolio of approximately 500,000 domain names. The company also provides monetization services to domain portfolio holders through its subsidiary corporation Hitfarm.com. As part of the management team, I had full management and P&L responsibility for Reinvent’s subsidiary domain parking service, Hitfarm.com. Hitfarm is a premium service targeted towards the world’s largest domain portfolio holders. Under my control, Hitfarm had more than one million third-party domains under management.

Other responsibilities included:

- Marketing and business development for the Hitfarm service
- Contributed to overall corporate policy and strategic planning
- Negotiated contracts with clients and upstream advertising publishers
- Served as Product Manager for Hitfarm, crafting the vision and full product requirements for the next generation of the domain parking platform (yet to be released)

In January of 2008, I transitioned into the role of Manager, Intellectual Property (newly-formed division, department of one). In this role, I was responsible for in-bound trademark disputes as well as identifying process and technology improvements that would reduce corporate risk and improve the bottom line.

Other responsibilities included:

- Tasked with identifying and initiating new, potentially-patentable opportunities for the company
- Created full vision and product specifications for a yet-to-be materialized product line

## **Marqui Inc.,**

**9/2006 - 6/2007**

### **Director of Marketing**

Marqui provides on-demand marketing software that simplifies a broad range of marketing activities, including Web content management, e-mail campaign management, search engine optimization (SEO), business blogging, landing page creation, and campaign analytics.

- As the Director of Marketing, I was part of the corporate leadership team, helping set the tone for a successful and profitable work environment. In this role, I had ownership over the company’s marketing activities, including branding, advertising, web presence, and positioning. Marketing activities have included print advertising, direct mail, fax advertising, email marketing, guerilla activities, event management, and more.
- Additional responsibility within this role included setting the strategic vision and direction for the product offering. This involved visioning, strategic planning, market assessment, and functional reviews in conjunction with the product management and development team.

**Pearson School Systems (formerly Chancery Software),  
Product Planning Manager****7/2004 –9/26**

Chancery Software is a leading provider enterprise software (Student Information Systems) to school districts across North America.

- As a member of the Product Management team, I led the adoption of Accept 360, an enterprise product planning application that allows software release planning to occur based on market drivers and strategic needs rather than on reactive demands.
- In this role, I also took the lead role in responding to RFPs, working closely with partners to ensure that the proposed solution sold the benefits of an enterprise solution to uniquely meet the needs of the customer.
- Further responsibility included liaising between Product Management and Requirements Engineering, ensuring that developed features meet customer needs and market requirements.
- Process planning and strategic thinking were critical to my success at Chancery.
- I also held the position of Market Requirements Manager within the organization

**Imagis Technologies Inc. (now Visiphor),  
Manager, Marketing & Communications****5/2002 - 7/2004**

Imagis is a provider of XML-based data integration middleware technology along with advanced facial and image recognition software. Sales are global in nature and predominantly focused on enterprise-level customers and government agencies.

- While at Imagis, I managed the marketing and communications efforts for the company. This included managing tradeshows, market research, creative development, product roadmaps and strategic direction, partner recruitment, Web development, Web marketing, lead generation, and lead qualification.
- I was also extensively involved in product management through the creation of strategic vision documents and first-level product iterations.
- Other responsibilities included sales support through RFI/RFP response creation, management of external creative, product pricing, and first-line investor and public relations activities.

**Stepcast Interactive Inc.,  
President & Founder****9/1999 - 6/2002**

Stepcast is a Web-based provider of universal wish list and gift registry functionality for small- to mid-size online retailers. Stepcast's objective was to provide retailers with technology to enhance consumer loyalty while capitalizing on "expressed consumer interest".

- From idea to execution, I provided the underlying concepts, strategic direction, and vision for this paradigm-shifting Internet venture
- Directed a cross-functional team to bring a prototype product to market on limited resources
- Managed all marketing and corporate communications activities, including an aggressive public relations and awareness campaign
- Raised venture capital to fund day-to-day operations during product commercialization
- Pursued and managed all strategic relationships and business development initiatives, including partnerships with e-commerce service providers and retail community
- Represented the company at industry tradeshows and networking events
- Stepcast's business plan, which I authored, won three-out-of-four awards in an Industry Canada-sponsored competition (Best E-commerce, Most Innovative, and Best Overall)

**Lyotier Consulting Services,****7/1999 – Present**

## **Freelance Consultant**

I have provided freelance marketing, business planning, writing, public relations, Web strategy consulting and ideation services to a wide variety of Lower Mainland companies, including: Time Search Inc., Urban Presentations Inc., Concord Business Development; ThoughtShare Communications, Mercury 604, SpiderSoftware, Canadian Liver Foundation, and the Avani Water Corporation.

Principal consulting activities centered around the application of marketing concepts to attract and retain customers, strengthen customer loyalty, and identify 'Blue Ocean' opportunities.

## **Multiactive Software (now Maximizer Software), Marketing Communications Manager**

**3/1999 –7/2000**

Multiactive Software is an award-winning developer of e-business and customer relationship management software

- Generated market awareness through both public and investor relations activities
- Helped secure \$10 million in funding through the writing of company prospectus
- Created key marketing concepts and product positioning of Entice!, leading directly to the winning of PCWEEK's Best of COMDEX/Fall '99 award
- Managed market positioning and branding of all product lines, and supervised marketing campaigns to drive sales and revenue
- Managed both internal and external creative teams throughout my tenure
- Created print, multimedia, radio, direct mail, online marketing and corporate collateral

## **Prologic (now Fincentric), Marketing Administrator**

**12/1997 -3/1999**

Prologic is a leading international developer of retail and Internet banking software

- Managed third-party relationships of complementary vendors
- Coordinated and wrote a business plan and market analysis documents as part of securing private financing
- Assisted marketing and development teams in creating a "market-driven" product
- Managed the development and launch of corporate Intranet
- Directed freelance design and copy teams in collateral creation

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## **Education**

I believe that life is an opportunity to learn. Every challenge that comes your way, brings a new lesson. Embrace the challenge and you will be better for it. Fight against it and you will have regrets. There should be no regrets in life.

Though my formal education is listed below, I believe that there are three distinct life experiences that should be equal to any ivory-tower learning: starting my own business, getting married and raising a family, and living in residence at university.

### **1995 - Bachelor's Degree**

**University of British Columbia, Vancouver, BC**

- Double major in English and Art History
- Director of Student Services, Alma Mater Society

### **1995 - Certificate in Advertising Copywriting**

**Simon Fraser University, Vancouver, BC**