

GEORGE CAMPBELL

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INTERNATIONAL BUSINESS DEVELOPMENT LEADERSHIP SALES & MARKETING



A diverse business professional who "opens doors" internationally to create results utilizing the following business development formula:

Client Needs + (Value-driven partnerships + Creativity + Enthusiasm + Business Savvy) = Client Solutions

NOTEWORTHY CAREER ACHIEVEMENTS

INTERNATIONAL BUSINESS DEVELOPMENT

•International & Diplomatic Protocol • Global Supply Chain Management •Start-up Venture • Strategic Planning & Alliances

- Designated by Malaysian consulate to spearhead the formation of the Malaysian Canadian Business Council, which facilitated international trade between Canada and Malaysia.
- Participated, as "think tank" representative for IMS Canada (Intelligent Manufacturing Systems), with leading global companies and researchers to develop next generation of manufacturing processes.
- Sourced, manufactured, and supplied a line of self-branded products, which met CGSB or ISO Standards, to various sectors of the Canadian healthcare industry.
- Responded to National Defence of Canada's urgent request for 150,000 special wound care units for troops in Afghanistan. Exceeded delivery and quality requirements.

SALES & MARKETING

•Sales Presentations • Product Research & Development • Competitive Product Positioning • New Product Introduction

- Orchestrated and established the sales & marketing for self-branded healthcare products for various Canadian markets including federal/provincial/municipal governments, distributors/dealers, and hospitals.
- Developed and delivered several product and training presentations to private and public sector groups where audiences exceeded 500.
- Reduced sales force by 50% and increased sales by 20% within first seven months as National Sales Director.
- Acquired funding of \$120,000 from National Research Council of Canada for continued research and development of a unique patented process.

- Marketed new technology for combustion engines to Harley Davidson, Kohler Engines, Ford Motor Company, and the United States Armed Forces.

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LEADERSHIP

•Efficiency Improvement •Relationship Focused •Community Involvement •Self-venture •Chairman •Shareholder

- Implemented, as an integral member of management team, *Just in Time* materials system for Ford Motor Company. Along with other creative innovations, departmental workforce was reduced by 50%
- Developed and implemented Occupational Health & Safety program for a 500-employee corporation. Within one year, reduced incidents by 83.7% and appealed to WSIB for re-classification; received credit of \$650,000 and annual assessment premium savings of \$60,000.
- Appointed as chairman for Hamilton Occupational Health & Safety Committee as acknowledged expert in health & safety field.
- Played an integral role in the development of over 200 residential homes as a 20-year shareholder and director of Tommar Construction Limited.
- Modeled life-long involvement in voluntarism and community initiatives.
- Led and sustained successful self-venture for over eight years.

CAREER HISTORY

ALETEC Inc: **DIRECTOR OF SALES & MARKETING** **2000-2005**
Led team to establish international markets and sales activity for engineering process.

Bryant Medical Technologies: **NATIONAL SALES MANAGER** **1999-2000**
Maintained and developed new sales in Ontario & Quebec within healthcare and industrial markets.

Pantel Products Limited: **OWNER** **1991-1999**
Sourced and supplied internationally, healthcare products to various markets in Canada.

Ford Motor Company: **MATERIALS MANAGEMENT SUPERVISOR** **1984-1991**
Managed line feed drivers to ensure assembly parts were expedited to production line. Accountable for process improvement, health & safety, labour issues, and employee training.

C.H. Williams Limited: **CANADIAN HEALTH & SAFETY DIRECTOR** **1978-1983**
Developed and implemented Occupational Health & Safety policy and program for Canadian operations.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Mohawk College, Hamilton, ON -- Civil Engineering Program
- Professional development/leadership courses:
 - Management Techniques
 - Sales & Marketing
 - Materials Management
 - Occupational Health & Safety
 - Leadership Development
 - International Business Development & Finance
 - Logistics, Supply Chain Management
 - Personal & Professional Enhancement