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Profile

Strategic development executive with experience working in 28 countries across five continents. Founder of the largest fair trade market in the US. Advisor to entrepreneurs, organizations and civil society across the US, Europe and Asia. Offers a socially conscious and engaging vision discovering new markets inside limited budgets with branded, bankable results.

International Experience

Lived in Angers, France; Guelph, Ontario, Canada; London, England, UK; Pietrasanta, Italy; St. Louis, Missouri, Washington D.C., USA; Worked in 28 Countries across Asia, Africa, Central and North America, Europe and Middle East.

Recent Key Achievements

Strategic Leadership and Vision

- Direct responsible business consultancy, P3 Strategies, through fair trade and free agency models for a decade. Lead project teams up to 25 specialized consultants as well as work with individual clients to provide resources for branded identity, sales strategies, operational plans, marketing campaigns and web-site services.
- Grew largest fair trade market in US—\$340,000 US sales over 22-days, 400 volunteers, 5000 annual shoppers, in all major print, radio, and TV media, 100% sales increase in each of six years.
- Built Full Circle Artisans, a profitable, responsible business with Afghani and American partners. Gems sourced globally, fair trade refugee assembly in Thailand, wholesaling to US retailers.
- Brought in to Vancouver-based startup, YouAchieve, as transition Executive Director by Board of Directors and venture backers, to improve organizational image and position for a larger market.

Fund and Capital Raising

- Fuelled ISTO Technologies biotechnology start-up with concrete product positioning to realize \$20 million US in funding.
- Developed business plan to secure \$2 million US funding for Jambo, a fair trade Kenyan coffee importing and roasting company.
- Directed marketing, friend and fundraising of Kirkwood Dog Park Association to realize 50% of the citizens' support, and total start-up funds in cash and pledges combined.

Brand and Media Management

- Increased conscious consumer base for responsible business through columns for *Fast Company*, *The Vital Voice*; interviews with the *New York Times*, *Beacon*, *St. Louis Post-Dispatch*, *Business Journal*, *Commerce Magazine*; appearances on ABC, Fox, NBC, CBS, CW, PBS; National Public Radio; blogging, Twitter, and other social media; through speaking often at social justice conferences, civil society meetings, universities, places of worship, and with grassroots groups.

Technology Leadership

- Co-directed 18 globally based digital identity experts in Planetnetwork's Imergence project, expanding the digital identity community (Google, Sun, IBM, Microsoft, Oracle, Yahoo) to include civil society applications in the Internet's social layer.
- Create online presence through blogs, e-stores, social networks, and web sites for Dancing Yogi (green boutique), Maganamite (green pest control), Plowsharing Crafts (fair trade retail), increasing sales up 100%, traffic up to 50% and web search results up to 80%, expanding brand identity and referral network.

Present Employment

March 1999 – present **President and Founder, P3 Strategies, Inc.** St. Louis, Missouri USA
formerly Pioneer Technologies Consulting

- Direct consultancy for businesses, non-for-profits and entrepreneurs who seek a triple bottom line, elevating people and profits while reducing impact on the planet, through business plan development, strategic planning, marketing and public relations. Average client realizes 20% increase in sales in three months and 50% sales increase over six months.
- Hosted first collaboratory in St. Louis to demonstrate successful use of non-traditional unconference models for solving complex organizational issues in businesses and universities as well as grassroots, community and government groups.
- Advise and build socially responsible business through executive and entrepreneur coaching, staffing and value-driven campaigns to reach underserved markets. Social Justice Speaker Series launched ten plus local action groups and raised money, marshalling volunteers and support for local non-for-profits. Fair Trade course series and Fair Trade Market indirectly increased fair trade products on local grocery store shelves and a 30% or more increase in local fair trade retail.

Clients include Boutique Chartreuse, Fair Trade Sports, ISTO Technologies, Labor and Employment Relations Association, Magnamite, Native Arts Council, Planetnetwork, Plowsharing Crafts (Ten Thousand Villages), StLouisGreen.com, United Methodist Church and YouAchieve.

Employment History

Oct 1997 – May 1999 **Senior Project Director, UserTech** London, England UK
parent Canterbury Information Technology, Inc. (US) Angers, France

- Directed eight change management programs for technology implementations in Africa, Asia, Europe and the US with multi-time zone, cross-lingual, and cross-cultural teams of up to 150 consultants and client staff. Often called in to rebuild troubled projects.
- Negotiated, developed and managed project plans, budgets, process analysis and success measurement for short and multi-year projects up to \$30 million US in Asia, Europe and US.
- Lead consultant teams in design and development of end-user education materials. Required keen business process acumen in change management, demand planning, financials, HR, manufacturing, operations and supply chain.

Clients included Adobe, CitiGroup, Coutts Bank, Ford Motor Company UK, Glaxo Wellcome, Halifax Bank, Packard Bell NEC, SGS Thompson, State Farm, PeopleSoft and Thames Water.

Mar 1997 – Oct 1997 **Corporate Accounts Manager, CRT/Multimedia** St. Louis, Missouri USA
purchased by Spring Group PLC (UK) London, England UK

- Launched US operations for London-based company establishing and meeting targets, budgets, sales and new client base while working with UK and US colleagues.
- Created marketing concepts and copy for UK and US web and print materials.
- Lead the implementation of the UK and US corporate web sites.
- Opened US market despite changing of six directors and two mergers in eight months before new management closed US operations.

Clients included Anheuser-Busch, Cisco, Disney, Microsoft, PeopleSoft and Sara Lee.

Apr 1995 – **Director, Wave Technologies, Inc.** St. Louis, Missouri USA
Feb 1997 *now part of Thompson Reuters (Global)* London, England UK

- Directed Internet division to multimillion US dollar operation and started Internet practices in UK, and partners in Africa, Asia, Europe and the Middle East, managing an international team of 20 including instructional designers and Internet technologists.
- Built brand increasing customer base by 300% via interviews for trade magazines, keynote addresses at conferences, seminars across Europe and the US, developing innovative inside and outside sales training materials and strategic relationships.
- Directed and designed marketing and web presence for Internet division.
- Created seven Internet technology training books continually updated for sale on the market today.

Clients included Anheuser-Busch, Barclays Bank, Enterprise Rent-a-car, GTE, Monsanto, Unisys UK, UK Ministry of Defense, US Air Force, US Central Intelligence Agency, Sony and IBM.

1990 **Media Intern, St. Louis Blues NHL Hockey Team** St. Louis, Missouri USA
Season

- Built brand and community through event planning, press releases, interface with media for press conferences and issue mitigation. Prepared players for appearances and interviews, providing press with statistical and color information.

Education & Qualifications

BA with Honors, 1994	University of Guelph Guelph, Ontario Canada	Canadian Studies: History, Literature, & Politics; Consumer Studies: Consumers, Marketing, & PR
Honors Diploma. 1990	Parkway South High School Ballwin, Missouri USA	Advanced Placement honors credits from courses in Business, English, French, History, Math and Science
