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Forty years of seasoned entrepreneurial experience with numerous business startups and consultancy services.

Skills include seasoned retail/outbound sales and management, advertising and marketing, business development, health food retail management, publishing/editor, information technology and a wide variety of entrepreneurial and business skills and talents. Customer service oriented and an expeditious learner.

WORK BIO...

Esmo Capiz Enterprises Ltd 2018

Imports Capiz Parols & other fine Philippine Imports. Largest Distributor with Resellers across Canada and USA in just five years. A family business with my partner and grown children. My responsibility is all sales, marketing and setting up new Dealers (90).

Optimal Intelligence

Writer/Coach

35 years of entrepreneurial experience.

Services include...

Business Mentoring...

Business Start-up Assistance...

Marketing and Communications...

Creative Design...

Copy writing and Editing...

Accounting & Financial Planning...

Sales Management...

More Fun and Less Stress..

Energized

Owner

Energized, a publishing, marketing and advertising agency. During this time worked as publisher and editor of a lifestyle magazine (Go! Magazines) as well as a number of other publications (Business Card Locator). In addition to these publications, Energized also provided a full complement of sales, marketing and advertising services utilizing both Apple and Windows PC's. Also responsible for the design and upkeep of the company's three (3) flash based web sites.

Amaranth

Consultant

Acted as a consultant to supervise their health food and supplements division. In addition to ordering and enhancing product lines, and managing a staff of 12, we increased profitability across the board. I also took the initiative to create, design and implement new in-store flyers and weekly email newsletters to over 3000+ customers.

Sangsters Health Centre

Partner

Opened a health food store, Sangsters, a 50 store Canadian franchise operation, in 1996. In 1998 opened a second Sangster franchise. During the period from 1996 to 2001 these franchises grew with average sales per customer almost twice that of the national average and with a peak staff of 12. Responsible for all aspects of running the 2 store operation, including a global online ordering website.

Discover Business Services

Owner

A sales, marketing and advertising agency with strong emphasis on web design and creative sales strategies. This included direct coding in HTML and using Adobe's Creative software.

Cortland Computers

Owner

Cortland Computers, was an Apple Business Computer Dealership. Peak annual sales of these businesses reached well over \$5 million by the 4th year with a staff of over 15 employees. Our clients included a variety of companies from print shops, engineering firms, publishing companies, accountants and a host of other businesses. Cortland was a full service dealership providing service, support and training to hundreds of clients. In addition to outbound sales and managing our sales force, I also hired a marketing entrepreneur, who was not only instrumental in helping close large deals, but more importantly mentoring me in the use of programs such as Adobe's Creative Suite and other similar marketing design software.

Micro-tech Computer Centre

Owner/General Manager

After two years working in the engineering profession, opened Micro-tech Computer Centre, in 1982. During the next five years Micro-tech grew to 2 locations in St. John's with peak annual sales of over \$2.5 million. Authorized Dealer for Apple, IBM, Compaq, Xerox, Toshiba, and KayPro computers. Our clientele include personal buyers, education institutions and businesses. With a keen interest in the Engineering and Architectural fields, one of the first CAD programs we introduced was CAD Apple, later followed with Cad Vision and other design products. Since business sales contributed handsomely to our bottom line we catered to Dental offices, Accounting firms and both levels of Government just to name a few.

Shawmont Newfoundland Ltd.

Worked on several civil design projects and also introduced my own Apple PC to facilitate design calculations, hence speeding up work schedules. Most of this work was bridge and dam designs.

Cecon Engineering

Worked as a construction site inspector/supervisor on a road / water & sewer project as well as implementation of my Apple PC for inhouse design calculations. This included coding in Basic and Fortran.

Various engineering work term experience with Newfoundland Design Associates

Worked with NDA for 4 years on many projects, from electrical and mechanical drafting to on-site supervisor on road, water/sewer and building construction job sites. Surveying was also part of my work during this time.

EDUCATION BIO...

1975-1980 Memorial University

Bachelor of Engineering

1973-1975 College of Trades and Technology

Civil Engineering Technologist

Other... Dale Carnegie Sales, IBM Sales & Marketing Courses, Apple Computer Sales & Marketing Courses, Accounting and Bookkeeping Training, and a many other computer, software, personal growth and motivational courses and seminars.

Computer Skills... Office, Multiledger, Quickbooks, Photoshop, In-Design, Flash, Quark, Corel, KoolMoves, Web Design and many other programs on both Windows and Mac platforms. Currently working with Weebly design software.