

John Watson

President, Accrue Performance Marketing Inc.

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Position Desired

Virtual Director Of Marketing

Objectives

To help great organizations reach, engage and enroll great clients.

Introduction

For more than 20 years, I've been serving and directing business leaders as their Sales and Marketing Coach, Chief Marketing Officer and Consultant.

I help companies get clear on goals and objectives and then I help them develop, commit to, implement and operate comprehensive sales and marketing programs; often from scratch or in opposition to the way things have always been done.

Regardless of the position, my core role is to serve as a client's advocate. I'm their trusted advisor to the complex and ever expanding world of sales, marketing, business development and the internet.

A core distinction for my career has been my long-term client relationship focus. Rather than pitching tactics and developing one-off projects, I've focused on integrated program development, operations management and optimization.

In a long-term client relationship, my job is to listen, collaborate, advocate, direct, lead as well as roll up my sleeves and get the work done with whatever resources are available. As a result, I've become extremely versatile.

There are very few areas in sales and marketing that I don't have hands on experience with. As a result, I'm adept at collaborating with and directing specialists. Most often I can anticipate what they need to do their jobs well, which makes communication easier. In many cases, I am able to jump in and help them, if a critical timeline requires it, which earns me some street credibility.

Bottom line, I'm an experienced business development professional with over 20 years of consulting and agency experience. I'm business savvy, pragmatic, versatile, technically proficient and a strong communicator.

Industry Experience

Professional Service Practices
Real Estate Developers and Builders
Hi-tech, Manufacturing and Retail
Oil and Gas, Engineering, Environmental Consulting and Geomatics
National Parks and Protected Areas
Travel and Tourism
Private Health Care
Financial, Insurance and Benefits
Coaching and Professional Development
Not-For-Profit Fund Raising

Specific Skills

General Leadership and Management

Coaching, consulting, active communication, delegation, leadership development, group facilitation, program management, process and procedure development, recruiting, budgeting, forecasting, business planning and basic accounting.

Internet Marketing

Keyword research, strategic and creative briefs, pay per click and pay per impression planning and campaign management, email marketing, search engine optimization, persona development, use case development, wire framing, user experience design, mobile design, blogging, content creation, content curation, a wide variety of social media platforms, local search directories and all things Google.

Content Creation

I am author and co-author on two books. I have written most of the content on numerous websites and brochures. I've written business and marketing plans, key messaging and leadership platforms, business introductions, presentations, business videos, white papers, infographics, biographical profiles, artist statements and countless proposals, customer surveys and 100's of advertisements.

I am also a photographer and videographer with 5 years experience. I am capable of being a one man crew or leading a crew on catalog photo shoots, intro videos and 360 virtual tour projects. I can, when necessary, complete all the post production work. I own two complete studios worth of photographic / video equipment and can handle the in-house production projects that most clients would struggle to do themselves. This direct experience helps me work well with or direct professional videographers and photographers on projects.

Traditional Marketing

Brand development, positioning, key messaging, competitive analysis, marketing plans, media planning, budgeting, forecasting, direct response / database marketing, customer data management, agency and contractor management, market and customer segmentation, list development, key message development, product hierarchy development, offer development, prospect planning, SWOT, RFM, LTV analysis and customer analysis.

Customer-Centric Solution Selling

I've focused mostly on complex solution sales with some product and retail sales experience. I have SPIN and Sandler Sales Training. I am proficient with prospect planning, list development, networking, cold calling, needs assessment, verbal contracting, opportunity management, CRMs, negotiation, presentations, proposal and estimate development, public speaking and tradeshow.

Employment Experience:

President, Accrue Performance Marketing Inc.

June 2006 to Present

Founder and principal consultant of a private marketing consulting firm.

VP Strategy, Rare Method Capital Corp.

November 2002 to June 2006

A public interactive marketing and consulting company

www.raremethod.com TSXV: RAM

Served as officer, co-developed the company from annual sales of -\$700,000 in 2002 to \$12 million in sales in 2006. Co-led the transition from email marketing to performance-based on-line marketing.

President Advanced Information Marketing Inc.

November 1998 to November 2002

A private direct marketing and sales automation consulting and technical services firm. Founder and principal consultant. Sold company to Rare Method Capital Corp. in 2002.

Manager Geomatics Department, Komex International Ltd.

March 1993 to November 1998

Founder and principal consultant of the Geomatics division in 1993. Helped replicate the Calgary services model in division offices in Edmonton AB, Huntington Beach CA, Bristol, England and Quito, Ecuador.

Notable Clients Included:

Shell, Calgary, AB

Imperial Oil, Calgary AB

Petro Canada, Calgary and Edmonton AB

Canadian International Development Agency (CIDA) in Bogota, Colombia

Parks Canada – Banff National Park

ICI Chemicals – Bristol, England

Gwich'in Tribal Council – Inuvik NWT

National Parks Service, Nairobi, Kenya

Education and Professional Development

I am a prolific self-directed learner in all facets of business, marketing, content creation, sales, professional development and technology.

I actively develop my skills in entrepreneurship, communication effectiveness, coaching, sales lead generation, leadership development and branding, internet marketing, photography, video, computers and technology.

Landmark Education, 2003 through 2006

Completed - The Forum, Advanced, Leadership and Self-expression programs as well as several 10 week seminar series.

Venture Guiding, 2002

Business coaching program

Speakers College, 1999

Custom Learning Systems

10 week professional speakers training program

Sandler Systems Inc., 1999

Completed integrated professional sales training program

The President's Team, 1998 to 2001

Business coaching program by Dr. Peter Gregg

Diploma Remote Sensing, 1991 to 1992

College of Geographic Science, NS

Two year program compressed into 3 semesters focused on satellite remote sensing, digital image processing and geographical information systems. The only student to complete the program ahead of schedule where only 1/3 of the class finished on time.

Bachelor of Arts (Honours) in Geography, 1987 to 1991

University of Windsor, ON

Thesis Program

Sample of Client Experience:

Brookfield Land - strategic planning, pay per click management, SEO, analytics & reporting
Brookfield Housing - strategic planning, pay per click management, SEO, analytics & reporting
Calbridge Homes - research & planning, IA & UX design, on-line advertising, SEO, web analytics
Calgary Coop – POS customer data analysis
Calgary West Constituency - website development and management
Canadian Red Cross – database management and direct marketing optimization
Calbridge Homes - web analytics, reporting, SEO, SEM, performance optimization
Carma Developers – strategy, branding, pay per click, SEO, web analytics
CleanLots - fractional CMO / marketing coach, photography, videography
Dance Energy - marketing coaching and consulting on growth strategy development, direct mail
EDO Japan - PPC based new franchisee recruitment - sale lead generation
Fasken Martineau - Regional Marketing Director, Practice Development coaching
Families Matter – strategic planning, branding, business coaching, online marketing
InnerSpirit Photography - fractional CMO, strategic planning, brand definition, PPC management, SEO, information architecture
Integrated Environments - fractional CMO, photography
Key Ingredients - Canadian Launch / PPC campaign management
Kilrich Industries - market research, feasibility analysis, marketing planning and forecasting
Lamont Land – branding and website development
LaVita Land - PPC, SEO, SEM, website development, optimization
Mayfair Diagnostics – branding, business coaching, internet marketing, optimization, reporting
Olympia Trust – market research, internet marketing coaching and PPC management
Operation Eyesight International – direct mail marketing, website and web marketing
Projecteze Inc. – business coaching, branding, web development, online marketing
Prostate Cancer Centre – branding, SEO, PPC management, social media setup
Psyko Audio Labs – marketing consulting, branding, web development, online marketing
Radiology Consultants – website management, SEM, SEO, performance management
Stone Creek Developers – direct marketing, sales process development, on-line marketing
The Calgary Humane Society – direct marketing consulting & database management
Trak Kayaks – consulting, ecommerce and online marketing
Travel Alberta – managed summer and winter online marketing programs
Travel NFL – managed online lead generation campaign
Unbiased Financial Services Inc. - Fractional CMO