

# Dean Adams, MBA, MCA, AinstIB

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## Business Development Consultant and Marketing Executive

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New business development executive with 18 years of corporate and entrepreneurial sales and marketing experience driving C and V level multi-million dollar enterprise accounts. Consummate operations expertise in the execution of high risk, high pressure enterprise solutions involving Canadian blue chip media companies. Legal and fiscal savvy statesman providing "multi-hat" experience for leadership and vision.

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## Career History

### D.L. Adams and Associates Ltd., Toronto, Ontario

The top level of a 7 corporation structure with a worker base of over 1000 contractors and distributors and 36 full time employees. 9 offices spread across Canada from Toronto to Victoria. Cumulative gross revenues of 50 million dollars. Company dealing in operations outsourcing, B2B, B2C print media advertising sales. Marketing consulting, printing, transportation and human risk management.

### President and Principal Director

05,1996~06,2005

Developed this company 30,000% from a starting position of \$50,000 / year and 2 workers; to peak annual revenues of \$15 million per year and over 1000 workers. Accumulated gross revenues from all sources under governance of \$50,000,000.00

Direct P&L financial accountability and management of entrepreneurial growth cycle including expansion and contract awards. Engaged the company in a 30,000% growth curve over six years. This massive systems change for the company's clients was also part of the Presidents role.

Quoted enterprise solutions involving Canada's premier news media companies system wide restructuring and massive outsourcing needs. Created legal drafts, contract language and labour union negotiations; proposals, collateral, projects and presentations.

### National Account examples:

The Toronto Star, (Torstar Corporation) The Hamilton Spectator, The Calgary Sun, (Sun Media division of Quebecor) The Calgary Herald, The National Post, ( Canwest Media) The Vancouver Sun and Province, The Victoria Times Colonist, Sears Canada, Yellow Pages Group (YPG oka Bell Canada)

Made small level entrepreneurial acquisitions to help build infrastructure, and prepared the company for IPO or initial private investment for expansion to the next growth phase. Completed consolidated business plan for launch.

Created all marketing collateral, processes and sales initiatives to C and V level clients with a sales cycle of 3 months to 2 years.

Developed teaching and training materials for District Managers, Regional Managers, Sales Managers, front line staff positions and the Vice President. Created and executed in house leadership and management training seminars. Spoke publicly at schools, education forums and university career days.

Contingency Planning; This Company operated through six client labour disputes and served their clients in an aggressive, hostile climate. Created contingency planning for operations and executing same.

Directed the Sales and Marketing campaigns of the entire company. Maintained Key National Accounts portfolio relationship management. Increased the printing division 120% in the first through development of the Regional Sales Manager.

### **Thomson Newspapers Ltd, Okanagan Valley, British Columbia**

Thomson Newspapers Ltd was a Canadian dominate leader in newspaper publishing and distribution. This company has since folded its operations of newspaper media outlets in Canada. Thomson still operates newspaper media outlets in the United States. Thomson global holdings is still a multi billion dollar operation in several business sectors with its owner Ken Thomson (recently deceased) as one of the 10 wealthiest men in the world.

#### **Alternate Distribution Systems Director**

**06,1986-05,1996**

Additional Various Titles and Increasing levels of promotion to this position

Created and developed address specific home delivery operations for direct competition to Canada Post. Pitched and sold distribution operational benefits to C level and V level executives in the company. Sowing the visionary requirements of address specific distribution and the purpose of the pilot project as new executives were rotated in and out of the company.

Built and rebuilt regional operations to include specialty publications, advertiser driven standards requirements and custom inserting processes and procedures.

Sourced and installed cutting edge operational software of the day including digital mapping, database acquisition and manipulations.

Assisted the Regional Advertising Director on Sales calls to major national advertising accounts in Toronto. Presented the sophisticated distribution management abilities of the pilot project.

Managed Fleet operations and large asset procurement either in teams or individually.

Responsible for human resource management. Over the 10 year range of this incremental position, personally hired over 6000 contractors and sub contractors, the majority of which were in the early years as a District Manager.

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## Formal Education

### **Institute for Independent Business New York NY, Watford UK January 2008**

Accredited Associate. Graduate.

### **Windsor University, London, 2005**

Master's Degree, Business  
Administration

MBA program. Major in Business and  
Leadership studies.

### **Y2 Marketing Inc., Dallas, TX 2004**

Certification, Monopolize Your  
Marketplace

This course was purchased in order to  
expand my sales and marketing expertise  
beyond C and V level sales. To enhance my  
experience of smaller level business-to-  
consumer sales, business-to-business sales  
and specifically to acquire industry sensitive  
proprietary marketing intelligence not  
available from any other source. This  
\$50,000 investment resulted in wholly  
certified: Master Consulting Agent (MCA)

### **Dale Carnegie Training, Vancouver, BC 1995**

Certification, Management Course and  
The Dale Carnegie Course

Fully completed both courses and passed in  
the top of both classes. Dale Carnegie  
Training is a world leader in corporate and  
personal development training. Course was  
invested by Thomson Newspapers.

### **Jim Rohn Seminars, Kelowna, BC 1992**

Certification, Sales and Management &  
Personal Development

Completed both courses. These were not  
regular seminars but dedicated training  
sessions with Jim Rohn.

### **BC Public School System, Vernon, BC 1986**

High School Diploma, Full Grade 12  
High School

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## Language Proficiency

English, Fluent

French, Working Knowledge

## PROFESSIONAL AFFILIATIONS

- Institute for Independent Business
- Canadian Institute of Corporate Directors
- Canadian Newspaper Association
- Association of Alternate Postal Systems
- Canadian Circulation Managers Association
- Audit Bureau of Circulation

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