

TREVOR E. WEEDEN

Strategic and Operational Business Analyst

4 Brookbend Crescent

Nepean, On, K2H 1E4

Phone: 613 829-5727 Cell: 613-407-8706

e-mail: teweeden@farpointmarketing.com

Twitter access @trevorweeden.

A seasoned independent Business Analyst, this former Corporate Director has successfully provided business, market, and operational development services in many different organizational environments. This expertise builds on a successful management career spanning: Business and Market Strategy, Project Team Management, Service Development, Mentoring, Regulation and B2B Sales.

These Professional Services have helped a broad range of new, emerging and well established organizations operating in a wide variety of industries, governments and markets.

Clients value Trevor's fresh, independent view and skill at identifying breakthrough ideas and approaches to their strategic and operational challenges.

AREAS OF EXPERTISE

Business and Market Planning

- Scanning/benchmarking of environment
- Mentoring on Customer Value, Business Direction/Model, Goals, Strategy, Tactics, KPIs
- Exploring Business Models (Service, B2B, Retail, Wholesale, Regulatory and Franchise)
- Facilitating change/adaptation in Sales, Marketing and Customer Relationship/Experience Processes

Market/Service Development (5Ps)

- Market Research of customer preferences, alternatives
- Development of new/evolved Positioning/Services/Channels
- Launch planning and operations requirements

Operations Transformation

- Change/Adaptation Measureable Goals and Strategy
- Development of Project Plan and Multidisciplinary team
- "What is", "Should Be" Vision and Gap analysis
- Process Mapping, resource definition and training, and System Requirements

SELECTED ACHIEVEMENTS

Ideation and Project Management of Breakthrough solutions: Highly Customized CRM-based Global Sales Contact Management System, on-line Project Management Services, Growth Business Models for stalled companies, "Start-up" Launch Plan, Loyalty-building Professional Services, integration of traditional and web media strategies and performance, Canada-wide new Local Service structure, Rural 911 service.

Business Analyst/Coach and Trade Mission Mentor for many Fed Gov (ACOA), NS Gov, PEI Gov and ACWTC Clients covering businesses involved in: CRM, Real Estate, Security/Safety Monitoring, Franchising, Laser Services, POS, IPTV, Call Centre Tools, Media, Speakers Bureau, Employee Training, and Disability Management.

Sold, staffed and project managed many International projects ranging across: New Entrant Launch, Marketing, Web Media, Office Systems and Network Operations for variety of major Insurance, Telecom,

Trevor E. Weeden - Strategic and Operational Business Analyst

Mobile and IT Companies including: Bell, Flagstone, Arcom, Harris, Nortel, TelePacific, xwave, Saudi Telecom, Reliance Infocom, Vodafone- Zain in: US, UK, Canada, Saudi Arabia, Kuwait, India, Nigeria, and Vietnam.

Selected EXPERIENCE

Digital Media Consulting Services Candon and Associates 2011 -

- R&D of performance management processes and tools for emerging Web and Mobile channels:
 - Mapping Website, Social media and Mobile Analytics to organizational performance Goals (KPIs)
 - Adapting performance management processes to track and applying Web and Mobile KPI Analytics
 - Applying Web Media and Mobile channels to facilitate formal and informal learning.

Telecom Market Analysis, Sr. Project Manager Arcom Telecom Ltd 2008 - 2011

- Analysis of current Market Positioning, recommendations for new Bus Model and repositioning. Resulted in opening new IT and Professional Services markets, major revenue growth.
- Development and Project Management of infrastructure development business for major Mobile companies. Resulted in major contract with large national Cellular company.

Small Business Analysis and Mentoring Government ACOA program 2004 - 2009

- Researched, analyzed business strategies/case, new markets/products/pricing, sales/CRM tools for businesses in: on-line Services, Franchising, CRM Consulting, Communications Media, Speakers' Bureau, Employee Effectiveness Training, Disability Counseling, Point Of Sale systems.

Competitive Market Analysis TelePacific Communications 2001, 2006-2007

- Researched, Analyzed and Developed Strategies to help Business and Wholesale teams adapt to changing markets conditions and provided Operations and Systems requirements to support these strategies.

Trade Mission Research and Mentoring NSBI/ACWTC 2005-2007

- Researched and analyzed markets in: Asia, Florida, Boston for 5 companies on 4 Missions. Developed client positioning for each segment and prospect. Initiated contact and set up meetings, conduct post mortems with 24+ prospects. *Clients in: CRM, Real Estate technology, Internet Tech Support Services, Internet/IPTV Operating Systems.*

Competitive Marketing and De-Regulation Trans-Can Telecom Alliance 1992-1998

- Developed and implemented ground-breaking new price structures and pricing flexibilities to prepare incumbent Canadian Telecom Carriers for Local competition.
 - De-averaged legacy local costs and pricing.
 - Developed and secured CRTC approval to replace 60+ year old complex local pricing scheme with competitive structures and levels.
 - Developed economics and secured breakthrough CRTC approval for bundling across regulated telecom services. Bundling soon became a key competitive practice of most regulated Canadian Telecom Providers.

Chronological Career

President, Project Manager and Senior Business Analyst Farpoint Consulting 1998-Present

- Conceived and launched successful Business Planning and Operations consulting practice.
- Fielded global teams of operations experts to launch new businesses, services and/or, operations.
- Developed professional consulting services for several major firms (Harris Corp, Nortel, Arcom).
- Won standing orders to deliver Business Mentoring services to ACOA, NS World Trade Ctr, NS Gov
- Delivered Business Analyst and Mentoring professional services in business/market planning, product/service develop and Operations redesign.

Director, Consumer Market Strategy Bell Canada 1996-1998

- Cross-segment prime on positions for Local Product Development and Price Cap regulation.
- Developed competitive product and pricing flexibility's to address new local and ICT competition.

Team Lead - Project Manager Local Market Strategy Stentor Alliance of Telcos 1992 – 1996

- Managed team of telecom alliance analysts in using choice-demand research, dynamic modeling, SWOT analysis, regulatory and competitive analysis to prepare for local competition.
- Facilitated telecom alliance consensus on regulatory and marketplace positioning.

Associate Director – Service Dev and Regulation Bell Canada 1989 –1992

- Developed and secured breakthrough CRTC approval for pricing initiatives designed to reduce large local cross-subsidies and off set competitive vulnerabilities.

IT Market Planning Mentor Bell Canada International 1987-1989

- Originated marketing processes and core competencies for Saudi Telecom.
- Conducted first ever market-research and initiated new pricing and promotional materials.
- Trained Saudi Director and his team of managers on Marketing, B2B Sales.

Associate Director, Manager, B2B Sales Positions Bell Canada 1980 – 1987

- Development of Business System pricing strategy, new pricing options and contracts
- Managed a Competitive Action Center, sales resource in competitive situations.
- Developed competitive tactics, training workshops, on-line competitive tools.
- Sold large business ICT systems, and network services. Member of annual top sales club.

EDUCATION and TRAINING

Graduate business courses, Marketing, Economics, Management Accounting and Production Bachelor Chemistry and Mathematics - Queen's University

Strategic Planning - York University

Project Management - Stentor Communications

Activity Based Costing, Business to Business Sales - Bell Canada

Business Transformation, Process Engineering (Rummler-Brache) - Nortel Professional Services

SYSTEMS/SOFTWARE EXPERIENCE

MS Excel/ Word/PowerPoint, Visio, MS Project, MS CRM, IBM Lotus Notes.

PERSONAL

Founding Board member, Chair of Mktg Committee, St Margaret's Bay Chamber of Commerce

Design and General Contractor: For construction of 5000 sq foot custom Family home.

Community Work: Director Chamber of Commerce, Cub Scout Leader, Soccer Coach, Heart & Stroke and Cancer Society canvassing and events.