

My Why

As a seasoned entrepreneur and strategic thinker, I deliver innovative ideas and creative business solutions. My focused critical thinking allows me to ask the right questions empowering my ability to engage in all aspects of business. Fueled by a deep curiosity, I am passionate about creating opportunities. Leading by example, I inspire my team to have the courage to lead.

As a Project Architect, my vision is demonstrated through the execution of plans focused on strategic growth and development. I believe anything can be solved in the right environment, which is why I focus on building culture that supports communication and the transfer of knowledge. Being a perfectionist who is extremely passionate, I have often been called bold, meticulous, and brutally honest. Overcoming many struggles throughout my life has paved the way to my own hero's journey.

Through my experience and achievements, I have learned that patience is key to success. My ambition is tempered by discipline. My courage is balanced by the in-depth knowledge taught by my mentors. This methodical understanding guides our fundamentals when planning for the future.


I carry my heart proudly, displaying my true intentions through my actions. As a born leader, I am not afraid to take calculated risks and discover the unknown. I am always cultivating opportunities while remaining honest and true to myself and those in my care. I forged this foundation and will continue to engineer and blueprint for the future.

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 Digital Nomad

BEE-LINKED

2021 – PRESENT

FOUNDER

I created this digital interface that seamlessly connects businesses to their audience with a simple tap or click while using our applications and tools. Connecting innovative tools in a seamless way to optimize the interaction and connectivity with their audience. This interactive landing page links an ecosystem to the target market to communicate in an effective way.

- Lead Design Team
- Business Development
- System Integration
- Research & Development
- Strategies & Alignments
- Product Acquisition

OCD BIZ SOLUTIONS

2020 - 2021

PROJECT CREATOR / PROJECT MANAGER & DESIGN ARCHITECT

I set out a vision and mission to build an infrastructure unlike any other. Imagine a place that strives to influence all industries while making an impact on the community. My objective is to connect businesses and customers to products and services worldwide. The intent is for our communities to thrive by interconnecting.

Infrastructure provided:

- Concept Development
- Website Builder
- Ecommerce Platform
- Logistics Center to pick pack and ship
- Marketplace - that allows customers and distributors to list and sell products in a marketplace
- Directory to find information



- Local offerings which are built and supported by local people
- Block Chain – Data Structure that holds transactions and records while ensuring security, transparency, and decentralization
- Vertical, Horizontal and Business Integrations
- Consortium – various businesses with a common goal to build and grow the community
- Tenant Acquisitions
- Team Development

I have created the ability to do extraordinary things with the support of our strategic partnerships that provides services in:

- Consulting, Strategies and Alignments
- Information Technology and Communications
- Accounting, Bookkeeping, and Analytics
- Construction, Administration, Project Management and Human Resources
- Storage, Distribution, Fulfillment and Logistics
- Sales, Networking and Product/Service Placement

With these strategic partners, we reach into a large marketplace of industries allowing us to affect multiple segments with overlapping target markets. We have internal and external businesses that are currently targeting Canada with additional opportunities to grow and expand internationally into other geographical regions. My goal right now is focusing on developing our incubation center, increasing our accessibility, strategically positioning ourselves while penetrating the marketplace and supporting the community. I have helped build a team and the infrastructure to support unique opportunities and our position allows us to target various industries such as:

- Education & Personal Development
- Renewable Resources
- Beauty & Retail
- Investments & Funding
- Health & Wellness
- Agriculture
- Home Essentials
- Automotive
- Medical & Holistic Healing
- Food and Beverage
- Textiles
- Entertainment & Events
- Hospitality & Community Support
- & More



HIVE CITY

2020 – 2021

PROJECT DEVELOPER & MANAGER

Our vision is in creating value in the community. We are here to help our local community survive and thrive. We came together to forge a new way for community members to easily do business with each other. Hive City is a business incubator that showcases products and services to local people and our online community.

During the pandemic we provided a haven for individuals, youth, and parents a place to safely interact with each other to relieve the stresses and health issues that were impacting the community.

- Local Business Hub
- Marketplace
- Directory
- Logistics Center
- Floorplan Design
- Presentation
- Tenant Acquisition
- Contracts & Agreements
- Zoning Change – IM to IB
- Events & Facility Operations

UNIQ BEAUTE

2020 – PRESENT

FOUNDER

I created this brand to emphasize wellness, self-care and empowering others to look and feel good. The team and I provides genuine advice and education on our products so our customers can make informative decisions. This brand was created to connect people, products, and services to support small businesses while collectively combating corporate giants.

- Brand Development
- Social Media Development
- Cross Platform Development
- Data Management for 10,000 + SKUs
- Unique value proposition aligning with other beauty professionals through application and ecommerce integration
- Brand acquisition and alignments to most major brands in the industry



FOUNDER

My experience in startup financing mergers, acquisitions, system development, and my network enable my ability to create complex business solutions. My creative designs intertwined with my network of support all allow me to ensure that clear objectives and expectations are established and maintained in all projects.

I make high-stake decisions using my expertise, strong work ethic, and irreproachable integrity. I motivate, mentor, and lead talented professionals. Leveraging industries experience and passionate professionals, I create an environment that allows us to build with no limits.

These business interactions have resulted in the following accomplishments:

- Developing a proven business incubator model and originating its documentation
- Raising [\$2,600,000] capital, supporting various start-up companies yielding a positive Return on Investment
- Strategically aligning business partnerships across multiple industries - to boost market penetration and partner sales of high-quality merchandise
- Creating a community of professionals in which knowledge and resources are shared
- Maintaining an open and healthy work environment
- Improving our client's process efficiency to help them deliver optimal Return On Investment
- Art of negotiation
- Understanding government regulation, policy, and procedure implementation
- Creating an integrated ecosystem comprised of 6 core businesses to synchronize full service business development
 - OCD Marketing
 - OCD Think Tank
 - OCD Technologies
 - OCD Reporting
 - OCD Logistics
 - OCD Developments



OCD TECHNOLOGIES

2015 - PRESENT

FOUNDER

Based on my understanding of the principles of operational performance and profitability, I founded an IT Development Company that delivers innovative solutions. Characterized as a visionary, strategist, and tactician, my record consists of delivering extraordinary results in business revenue growth, operational performance, and profitability through IT development.

- Development of lead generation through partner relationships
- Recruitment and team development
- Guided growth and diversification of product offerings
- Vertical integration of systems including social media platforms and payment processors
- Implement research and development activities
- Built and maintain Web Development team with understanding in:
 - WordPress
 - My SQL
 - Web Hosting
 - Front-end web development
 - UX / UI design
- Application development, including custom online solutions and point of sale
- Development of 1 Biz application suite
 - Financial Management and Reporting
 - HR Systems
 - Inventory Management
 - Sales, Store and Vendor Performance Management Systems
 - Work Order and Parts
 - Application Integrations
 - Document Management
 - Customer Relationship Management
- Implementation of design methodologies into organization
 - Business Analysis
 - Systems Analysis
 - Project Lifecycle, Phases of System Development
 - Project Management
 - Change Management
- Design and creation of organizational workflows
- Leverage networks and community knowledge to create an ecosystem that supports business development
- Enhanced workflow optimization for several industries



MINT LASHES

2018 – PRESENT

PARTNER

I supported the founder of this business with my business development tools where this brand is now internationally recognized. We have private labelled and branded over 400 products. My business development team and I currently perform for this company the following services:

- Financial Planning
- Mint Beauty Application
- International Fulfillment & Logistics
- Accounting & Bookkeeping
- Business Trademarked
- Accredited & Published

Award Winning

- Education
- Business Development

Omnichannel Ecommerce Integration

- Facebook
- Instagram
- Shop
- Website
- Amazon / eBay
- International Distribution



2018 - 2020

FOUNDER & PROJECT DEVELOPER

My knowledge, experience, and my personal day-to-day practices of the wellness industry play a part in my deliverance and creation of United by Wellness. Combining my background in business, marketing, and physical education allows me to network with professional sharing knowledge to create a one of a kind facility. I integrated essential tools for transforming the health lifestyle marketplace through system development.

- Support the development of operational standards, contract administration, business management infrastructures, and workflow processes to enhance the operational efficiency of contracted partners and clients
- Vertically integrate existing client and partnered businesses into proprietary business infrastructure to drive results and bottom line profits
- Create and align strategic partnerships that accelerate business development and growth through process optimization and omnichannel platform visibility
- Support the development of several targeted marketing strategies including embedded customer loyalty programs, team and corporate sponsorship programs, and brand ambassador programs
- Support and assist various clients in the commercial development of retail storefronts and retail hubs
- Develop and implement standard operating procedures for partnered businesses and client's workflows
- Contract development and administration that effectively manage contractors, employees, and clients
- Develop and implement marketing strategies and campaigns across various platforms - spanning across multiple industries
- Successfully increase sales and bottom-line profits for clients through coordinated marketing strategies, brand awareness, graphic media design, and implementation strategies
- Developed several marketing campaigns and marketing material (digital and print media) to assist in client-run marketing efforts
- Coordinate with client distributors to align procurement and purchasing with active promotional campaigns and offerings to increase profits based on net 30 terms
- Strategically align with businesses to cross-promote industry services and increase visibility and brand awareness
- Developed corporate partnerships with businesses, colleges, and universities to align client services and expand community outreach programs
- Created a corporate culture to support the ongoing development of the mind, body, and soul



HIVE HOSPITALITY

2015 - 2020

FOUNDER

I make it my goal to always provide leadership and guidance. It is my focus to design efficient business processes that support the operation of our restaurants and juice bars, thus helping build a franchise model. My proven fundraising and networking skills have helped build fruitful partnerships, allowing for a successful delivery of this multimillion-dollar portfolio. With a strong orientation towards operations and finance, I participate in high-level initiatives and help to transform our satellite locations into a sustainable business operation.

- Enhanced our infrastructure design, optimized our processes, and created an effective communication structure
- Restructured the operational space and the commercial equipment, increasing the project efficiency, and reduced the use of human resources by 50%
- Secured product sourcing contracts, resulting in a 7% reduction in food costs
- Implemented food preparation and quality control procedures through centralization
- Implemented tracking strategies for inventory management and resource consumption
- Created training programs, operational checklists, and scheduling
- Facilitated the analysis and development of a new menu and meal planning program that includes nutritional information and automated calorie indexing
- Built a franchise model, project management implementation plan, renovation guidelines, operational guidelines, and expense tracking
- Employed a reliable workforce formed by individuals who display professionalism, integrity, who take pride in representing the brand
- Implemented a market analysis that provided real insights on inside traffic, outside traffic, and customer behavior patterns - helping us increase the store traffic and online sales
- Implemented marketing campaigns through social media initiatives, business to business, and sponsorship programs measuring ROI
- Fostered our brand culture through the development of customer loyalty programs, athlete sponsorship deals, and brand ambassador programs
- Boosted our community involvement through food donations for Hope Mission, and clothing collections for Kids Uncomplicated Inc
- Catered sales events at the Edmonton Airshow 2016, Fit Fest 2017, and Edmonton Fringe Festival 2017
- Implemented a safety program to ensure that the facility operations met standards and health regulations - maintaining a zero-incident record
- Used vending machines into untapped markets, boosting customer engagement while expanding our product offerings



UBS CANADA INC.

2012 - 2019

FOUNDER

As the Founder of UBS Canada, I have created a distribution, fulfillment and logistics company delivering services across the country. Using organizational structure, I perform monthly financial evaluations to achieve and improve company results. I lead my business operations with strategic direction, while taking full responsibility for bottom-line factors including long-range planning, global product management, and software development processes. Additionally, I use business intelligence to understand the product information and to maximize profits. I also designed and implemented an accountable warehousing model that tracks both inventory management and order fulfillment.

- Streamlined a sales model and negotiated with vendors to achieve favorable terms supporting better cash flow expandability
- Created revenue opportunities by leveraging internal networks and resources
- Established excellent relationship and credibility with suppliers through our proven sales model
- Implemented the development of a custom online solution for inventory management integration with the point of sale
- Performed market analysis for supply and fulfillment
- Strategically aligned sales and market penetration through partnership programs
- Standardized documentation and contracts for potential suppliers and clients
- Engaged with the community by hosting a fundraiser event for the Edmonton Women's Shelter and various other community fundraisers
- Implemented cost reduction and quality control plans



BOND STREET PROPERTIES INC.

2002 - 2009

PROJECT MANAGER

Being the facilitator and builder of international projects, I assist in the visual design concepts and development of world-class projects. I optimize the building process and implementation of new modular development practices delivering superior products to clientele. This has allowed a decrease cost and increase quality of workmanship. As a supporter and leader of development teams, I am committed to providing quality craftsmanship and setting standards for service benchmarks.

- Upheld quality standards and professionalism as a Master Builder throughout all projects
- Increased projects efficiency by 25%, while decreasing staff-hours per unit through actively engaging crew activities in the field, monitoring project progress, and implementing customized workflows
- Maintained project milestones while achieving above standard performance factors
- Established international relationships to source new building materials for construction
- Recognized top performing projects consisting of over 300 homes, 150 + employees and contractors
- Completed a \$13.2M subdivision within budget through project scheduling, material procurement, and field level project analysis
- Saved \$200,000 in costs for Yellowknife Apartments by utilizing the project-cost experience and material knowledge
- Managed the recruitment of exceptional professionals, while improving our staff performance through team coaching and motivation
- Administrated the financial aspects of projects - keeping operations profitable as per budget guidelines
- Managed over 1 million square feet of commercial space
- Owned and managed over 450 apartment units
- Upheld strict safety guidelines for equipment and personnel on site
- Created a house modularization model that reduced the production time while improving construction quality

