

John Watson
President Accrue Performance Marketing Inc.

Position Desired: Fractional Director of Marketing

John is an experienced marketing consultant and business coach focused on helping early stage companies Design, Build and Grow™ their earnings growth programs. John is the author of BEING PROFITABLE™ The Earnings Growth Program™ and an expert in direct sales, traditional direct marketing, CRM's and internet marketing program development.

Many start-ups and early stage companies are unable to justify the expense of a full-time director of marketing. As such, John steps into the director of marketing role in a 1/6th to 1/4 of full-time capacity, focusing on directing the internal team, as well as helping to access experts where specialty skills are required.

Experience

John works primarily with presidents and executive directors as a project consultant, a business coach, or a fractional director of marketing. John's expertise is in starting new businesses, launching direct marketing campaigns, implementing CRM infrastructure, brand development, website development, performance tracking, as well as launching and optimizing on-line marketing campaigns.

Notable Client Engagements Include:

Alar Engineering – *(business coaching & business planning)*
Alberta Lung Association – *(direct marketing campaign management)*
Alberta Securities Commission - *(on-line marketing campaign development)*
Amonson Wealth Management – *(complete marketing and sales program setup)*
Bell Intrigna – *(database development and software training)*
Big Guns Perforating & Logging – *(strategic planning, branding and website development)*
Calaway Park – *(direct marketing support and customer data analysis)*
Calgary Coop – *(customer data analysis)*
Calgary West Constituency - *(website development and management)*
Canadian Cancer Society – *(database management and direct marketing)*
Canadian Red Cross – *(database management and direct marketing optimization)*
Carma Developers – *(strategic planning, branding, on-line marketing)*
Chamco – *(sales consulting and CRM implementation)*
Contemporary Motor Sports – *(on-line marketing)*
Courtney Milne Photography – *(business coaching, branding, new business roll-out)*
Cross Border Pharmacies – *(website performance optimization)*
Custom Learning Systems – *(CRM implementation)*
Dental Success Interactive – *(website optimization and on-line marketing)*
Dial Solutions Group – *(strategic planning, branding, business coaching, on-line marketing)*
Encore Homes – *(website design, sales lead generation, on-line marketing)*
Express Badges – *(sales lead generation, on-line marketing)*

Families Matter – *(strategic planning, branding, business coaching, on-line marketing)*
First Calgary Financial – *(research and planning internet marketing)*
Free Stay Getaways – *(CRM Implementation, on-line marketing)*
Lamont Land – *(branding and website development)*
Mayfair Diagnostics – *(branding, business coaching, internet marketing)*
On Air Digital Audio – *(business coaching, sales lead generation, web marketing)*
Operation Eyesight International – *(direct mail marketing, website & web marketing)*
PRSI Break – *(business coaching, branding, web development, on-line marketing)*
Powerlines Communication – *(variety of direct marketing and online marketing projects)*
Projecteze Inc. – *(business coaching, branding, web development, on-line marketing)*
Psyko Audio Labs – *(marketing consulting, branding, web development, on-line marketing)*
Radiology Consultants – *(website management, on-line marketing)*
Raymond James Financial – *(direct marketing services)*
Riddell Kurczaba Architecture – *(CRM implementation and sales training)*
Sport Swap – *(On-line marketing campaigns)*
Stone Creek Developers – *(direct marketing, sales process development, on-line marketing)*
Subnet Solutions – *(business coaching and marketing consulting)*
Switch Marketing – *(business coaching and marketing consulting)*
The Brick Warehouse – *(customer analysis and direct marketing support)*
The Calgary Humane Society – *(direct marketing consulting & database management)*
The Calgary Zoo – *(direct marketing consulting & database management)*
The Hesperian Fund – *(CRM implementation)*
Touchworks – *(direct marketing consulting & database management)*
Trak Kayaks – *(consulting, ecommerce and on-line marketing)*
Travel Alberta – *(managed summer and winter on-line marketing programs)*
Travel NFL – *(managed on-line lead generation campaign)*
Two Printers / Blitzprint – *(business coaching, website development, web marketing)*
World ICU – *(business coaching, branding and website development)*
YMCA Edmonton – *(direct marketing consulting & database management)*

John has held the following relevant positions:

President, Accrue Performance Marketing Inc.

June 2006 to Present

A private business coaching and marketing consulting firm
www.accruemarketing.com

Founder and principal consultant focused predominantly on start-ups, early stage companies and mid-sized businesses moving advertising on-line.

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 company officer, co-developed the company from annual sales of (\$700,000) in 2002 to \$12 million in sales in 2006. John was instrumental in changing the direction of the company from its origins in 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, a spin-off of Komex Geomatics.

Founder and principal consultant. Sold company to Rare Method Capital Corp. in 2002.

Founder & Manager Geomatics Department, Komex International Ltd.

March 1993 to November 1998

Komex was a private 400+ person international environmental engineering and consulting firm recently sold to Worley Parsons.

Founder and principal consultant of the Geomatics division in 1993, which served dual markets of international environmental consulting and corporate marketing clients. John became a value added reseller for MapInfo Corporation, Statistics Canada, Goldmine, Info Canada, and Dunn & Bradstreet. John grew the Calgary division to 10 people and over \$1 million in annual sales within 4 years. John also helped to 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

CIDA and the Kenya National Parks Service, Nairobi, Kenya

Relevant Education

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

Leadership and Business Coaching, private coaching and seminar participation.

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

The President's team was modeled after the TEC program which Dr. Peter Gregg developed.

Diploma Remote Sensing, 1991 to 1992

College of Geographic Science, NS

Experimental 2 year program compressed into 3 semesters focused on satellite remote sensing, digital image processing and geographical information systems. One of only a handful of students to actually complete the program on-time.

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

University of Windsor, ON

Thesis Program