

I D E A M A N

M I K E B E A R D

COMMUNICATIONS CONSULTANT
WRITER & DESIGNER



I HELP CLIENTS COMPETE by expressing their value to customers in terms that are simply compelling. I develop customer belief, acquisition and loyalty by supporting messages with core convictions, keeping content current and by delivering turn-on-a-dime collaterals. I create an internal dialogue to empower each employee to become 'Ambassador of the Brand'.

Communication projects begin by guiding initial thoughts to consensus, then by directing creative, production, execution and assessment.

My expertise covers a range of industries including progressive healthcare, transportation, consulting, advertising and interactive.

H I G H L I G H T S

Engaged by healthcare start-up **PharmaTrust** to write the corporate website, I assumed core messaging, branding and marketing responsibilities. I devised product extensions / enhancements for remote dispensing of medications and pharmacist counseling.

As 'one man agency' at **ATS Healthcare Solutions** I helped drive this startup division to premier status, 40% of revenues in just 3 years. Hired to hit the ground running at ATS, I initiated marketing by writing and designing a spectrum of B2B communication vehicles.

At **Xerox Business Services** I led the team that installed an online auction for all the print at **Bell Canada** nationwide. I served 350 internal Bell clients, managed inhouse design studios and assessed over 100 Canadian printing firms.

I set up 2 in-house eBusiness internet studios by defining online roles and devising corporate interactive methodologies for **Cap Gemini Ernst & Young**. Staffing involved developing job descriptions for web designers, information architects, usability and content specialists. I assessed project risks and deployed consultants to eStrategy teams.

I determined brand positioning, design, navigation and content approaches for over 35 interactive sites, including some of the first information portals, corporate intranets and online commodity exchanges for **eCommerce Inc.**

As Director of Interactive, I launched Toyota's signature crossover vehicle, The Matrix, online in Canada for **Saatchi & Saatchi Advertising**.

C O R E C O M P E T E N C I E S

Proven abilities to creatively draft, develop and manage complex communication initiatives. Exceptional consulting and influencing skills. Top notch branding acumen. Irrepressible passion to follow projects through while navigating competing priorities.

Extensive web design and interactive development experience in a variety of senior marketing and communication roles across a spectrum of industries.

"During my time as CMO of PharmaTrust, I came to respect Mike's competency as a marketer and perhaps more importantly his incredible work ethic. In the often ethereal world of marketing, Mike was a great consensus builder and always ensured good ideas got to market. Mike added significant value in helping establish brand positioning and communication strategy, and almost single handedly re-built a very tired and ineffective web site which was a massive undertaking in branding and copy writing"

- D.F.

President and CEO
Viceroy Homes Ltd.

"I began working with Mike in 2006 to develop and launch our new brand in temperature sensitive transportation, ATS Healthcare Solutions.

Mike instinctively knew where to take the look and feel of the brand, understood its technical complexities and delivered the marketing in many innovative ways.

His advertising concepts targeting the pharmaceutical community were well conceived and flawlessly executed.

Today our division is an overwhelming success, in testimony to the quality and creativity of his efforts.

He simply nailed it."

- B.B.

Sr Executive Vice President
ATS Healthcare Solutions

"I know Mike as an enthusiastic, entrepreneurial marketer in his capacity of brand ambassador for the ATS Healthcare Solutions set of temperature management offerings in the field of Canadian pharmaceutical distribution.

His broad knowledge in areas of supply chain and cold chain management coupled with his abilities as copy writer, advertising producer and event coordinator greatly contributed to spreading the ATS message within the wider healthcare community."

- M.H.K.

Sales and Marketing
Int'l Pharmaceutical Academy

MIKE BEARD

PROFESSIONAL INVOLVEMENT

"I have known Mike both personally and professionally for quite a few years now. I can attest to his upstanding character, his caring way of going about his business and the unique set of creative skills he brings to his projects.

Really a wonderful writer and designer with a grasp of what's possible in the real world of schedules and budgets."

- C.S.

Manager, Creative Services
Xerox Global Services

"Mike Beard was the consummate professional in an extremely challenging role; building the customer / client relationship between Xerox and Bell Mobility.

His insight, professionalism and patience were key in managing the customer as well as his staff. It was a pleasure to work with Mike everyday."

- N.A.E.

Studio Manager,
Xerox Business Services
at Bell Canada & Bell Mobility

"I've known Mike since the early dot com days. He is a creative and unassuming professional, very perceptive in his understanding of ebusiness and its culture.

From a usability and information architecture perspective, Mike really knows his stuff."

- A.G.

Principal, BI Digital Media

"Mike's grasp of the communication process stems not only from his ability as a talented designer but also from his facility with the written word.

I imagine it would be quite difficult to find someone with the professional competence in both of these fields to the degree displayed by Mr. Beard.

I would recommend Mike wholeheartedly to any person or company that needs or desires to improve their marketing efforts."

- B.F.

Sales, e-Commerce Inc.

Creative Consultant

PharmaTrust, Oakville, March 2010 - Present

| **healthcare innovation** | First contracted to write the corporate site then, as interim Director of Marketing advanced strategy documents, supervised staff and created a new take on product design. Presently writing and designing ads, web sites and collaterals.

Director of Marketing

ATS ANDLAUER TRANSPORTATION SERVICES, Toronto, 2004-2009

| **national transportation** | Inaugurated the corporate marketing effort, then built the brand from "best kept secret" status to industry recognition in the B2B marketplace.

| **pharmaceutical technology** | Built the identity for new brand ATS HEALTHCARE SOLUTIONS that went on to attain seamless, high market penetration and immediate sales success.

Program Manager, ePrint Management Program

XEROX BUSINESS SERVICES at Bell Canada & Bell Mobility, 2002-2003

| **internet procurement** | Reduced outsourcing costs estimated at over \$10M for Bell Canada and Bell Mobility. Streamlined nationwide printing processes by launching ePrint, an internet-based auction for print supplier projects. Bell reported a program adoption rate of 100%.

| **corporate communications** | Hired graphic designers and coached in-house studio teams.

| **business services** | Owned relationships with senior Xerox and Bell stakeholders, over 250 internal Bell marketing customers and external printing and design firms.

Director of Interactive

SAATCHI & SAATCHI ADVERTISING, Toronto, 2001-2002

| **internet advertising** | Launched the Toyota Matrix online in Canada. Designed, wrote and produced new web site, online contest, email opt in, viral and online banner ad campaigns.

National Creative Director, Senior Manager, DareStep

CAP GEMINI ERNST & YOUNG, Toronto, 2000-2001

| **eBusiness solutions** | Defined, installed and staffed eBusiness web studios. Wrote job descriptions for graphic designers, interactive developers, usability, content and data architects.

| **online strategy** | As 'internet champion' motivated staff and drove consensus through all levels and divisions. Sought & developed internet opportunities for national banking, manufacturing, insurance and energy clients.

Creative Director

eCOMMERCE INC., Toronto, 1995-2000

| **internet design** | Designed and helped publish over 35 ground breaking internet, intranet, e-commerce sites and large online transactional exchanges for corporate, media, government, resource and financial clients. Many first web sites and online annual reports.

MIKE BEARD

SKILL SET

Sites designed, in many cases written & produced include:

What You Should Know

- ATS Healthcare Solutions

NLS - National Logistics Services

Riverstone Designs

SEDAR - eCommerce / IBM / Canadian Depository for Securities

Toyota Matrix

- Saatchi & Saatchi

Joy to the World Wide Web

- Torstar / Metroland

New York Fries

Canada - Building the Peace

- Foreign Affairs and International Trade Canada / Hill & Knowlton

The Care Map

- GlaxoWellcome

Human Resources Intranet

- Bank of Montreal

Health Care Intranet

- St. Joseph's Health Centre

Iconix

- Unysis

InfoGlobe Online

- The Globe and Mail

Dream Warriors

- EMI Music / Capitol Records

First Look Homes

- with H&R Developments

Ragged Ass Road

- Tom Cochrane EMI / Capitol

Scoop This!

- EMI / Capitol

INCO

- Corporate Site

- 2 Annual Reports

TD Greenline

- Toronto Dominion Bank

CSA - The Canadian Standards Association

Canada IT

enFrance

eCommerce Inc.

Problem Posing

- Industry Canada

Shore Newman & Rose

TALPX - The American Lumber and Plywood Exchange

LOMANET - The Life Office Management Association

Women's Health

- Searle Healthcare

Human Resources Intranet

- McDonald's Restaurants

Crane

CDS - The Canadian Depository for Securities

Essex Capital Management

IBF Canada

Print Procurement @ Bell Canada

- Xerox Business Services

ATS

The Road to Athens

- ATS Employee Community

ATS Income Fund Investor Relations

ATS Intranet

Concord Transportation

LSI Logistisolve

Superior writing, design and production management expertise both in print and interactive projects.

Expert knowledge of Microsoft Word & PowerPoint, QuarkXpress, Adobe InDesign, Dreamweaver, Illustrator & Photoshop.

EDUCATION

Schulich School of Business, York University, Toronto

- **Building Your Brand Equity Strategy for Higher Profits**

Humber College / Pangaea Consulting, Toronto

- **Marketing Pharmaceuticals in Canada**

Schulich School of Business, York University, Toronto

- **E-Marketing Strategies for Success**

M. R. Brown, PhD, CPE, Victoria, British Columbia

- **Usability and Performance**

Dale Carnegie Institute, Toronto

- **Professionalism & Public Speaking**

Ryerson Polytechnic Institute, Toronto

- **Advertising & Marketing**

Concordia University, Montreal

- **BFA, Bachelor of Fine Arts & Graphic Design**

The University of Michigan, Ann Arbor, Michigan

- **Liberal Arts, Creative Writing, English Literature**

CONTACT

Mike Beard

31 Twelve Oaks Drive, Aurora ON L4G 6J5

Cell

416 435-4753

eMail

mike@mikebeard.com

LinkedIn profile at

www.linkedin.com/in/mikebeardincanada

'a simple conversation', an illustrated resume, is available at **www.mikebeard.com**