

# Resume • Multiple, Million Dollar Sales Results • Andy McNabb

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## What Others Say About Andy, Re: Team Work, Sales, Strategy, Leadership (abridged)

*"Andy's strategies have produced results 65% higher than we were getting. His thought-provoking insights and ideas have allowed us to accelerate the program much quicker than expected. This is the fourth time our ownership has chosen to work with Andy, and we consider him as much a valued friend as a colleague."*

**Mark Dobson, Co-founder/CEO of 1,000 plus office digital marketing firm WSIWorld.com (2015-16 project)**

*"I hired Andy and I'd hire him again. Taking on a less-than-average list, in his first four weeks, he booked what approached \$30,000 in new, incremental dollars. I speak well of the cooperative approach that he took inside the building, and the collaborative approach outside the building, to grow new and existing accounts."*

**Dave Hopkins, CHEX Television (2016); former sales manager at Corus Radio, London**

*"Andy is an energetic and motivated guy. He values people, treats them with respect, makes them feel like part of the team."*

**Darryl Parsons, McNabb employee (2010-2013); now Comm. Mgr., YFCCanada.org**

*"Passion, knowledge... I would hire someone with Andy's expertise; given his background with different packaging, different-sized markets, sales approaches."*

**Peter Allen, Dir. Ntl./Reg. Sales, Vista Radio (2016)**

## Highlights – Incl. [Million Dollar Results](#) In Sales, Marketing & Management

- **Multiple, million dollar sales results in as little as 90 days, for owner-managed clients** and McNabb's own broadcasting company by developing and selling customized-for-client, marketing systems, strategies, advertising and sales tools
- **Personally raised \$13 million in investment/venture capital** across North America, much in part by cold-calling/prospecting chairmen/CEOs of nine and ten figure NASDAQ/TSX corporations, plus venture capitalists and main street merchants
- Nine time **Toronto Maple Leafs**/nine time **Toronto Blue Jays**/three time **OHL (Peterborough Petes) radio broadcast rights holder** – created and sold audience/ticket sales promotions that went nation-wide
- **\$100 million online platform** for co-founded digital marketing company
- **65% higher prospect conversions** – 1,000 office/30,000 client **digital marketing** firm/franchisor of digital marketing agencies
- **Sold highest billing advertiser account on a single station** in Peterborough, ON – doing so, on the smallest of 6 radio stations
- **More profit in first year of radio station ownership than previous ten combined** – McNabb is a two-time, former radio station owner, including **one of Canada's most profitable and highly rated radio stations**, named one of **Canada's "50 Best Bossed Companies"** (source: BDO)
- **Sold \$683,392 in new radio station revenue: part-time**, over 10 months (source: BDO)
- **Doubled direct mail donations in 90 days** for Niagara-based, international charity

## Accomplishments

**Owner** 1993-Present

[AndyMcNabb.com/McNabb Broadcasting](#) St. Catharines

- **Generating million dollar sales results for multiple client companies** by creating customized marketing systems, strategies, sales tools and tactics; coaching owners, executives and sales personnel to execute – results include
  - 65% higher prospect conversions – from McNabb's strategies for WSIWorld.com (1,000+ office/30,000+ client digital marketing firm and franchisor of digital marketing agencies)
  - \$1.2 million in 90 days – additional sales for financial services advisor AltimumMutuals.ca
  - \$1 million plus for owner-managed ATM and POS terminal provider VerBilMedia.com
- **Raised \$13 million in investment/venture capital** for my radio broadcasting projects, much in part by cold-calling/prospecting chairmen/CEOs of NASDAQ/TSX corporations, plus venture capitalists and main street merchants; concurrently negotiating/contracting/managing lawyers, accountants, engineers and market researchers
- **Sold \$683,392 in new radio station revenue: part-time, over 10 months** (source: BDO)
- **Event production/management** – Negotiated and produced a \$102,000 gate for a one night/one day seminar: "How To

- Strengthen Your Most Important Relationships" – achieved 5 year record, 125 co-host church participation in bringing "America's Favourite Marriage Counselor" (Gary Smalley) to Toronto
- **Doubled Niagara-based, international charity's direct response revenue in 90 days** – Shared strategy development for PeterYoungren.org, one of Canada's largest Christian television ministries, doubling viewer donations
- **Co-founded digital marketing company on contract for owners (OCN – Online Christian Network) in creating \$100 million online platform** for 20,000 churches to share ideas/inspiration
- **"First to the wire" innovation** – One of first to launch online television streaming, incl. Crossroads' "100 Huntley Street"

**Concurrent Owner/President/VP Marketing/General Manager/Sales Manager/Sales 2009-2013**

**FM 90.5 (now Extra 90.5) – [McNabb Broadcasting](#) Peterborough**

- Raised \$450,000 to purchase off-air Peterborough radio station
- **Pre-sold/achieved 45% of annual budget** in advance, before going on air
- Sold **largest annual dollar volume for a single radio station advertiser account** (approaching \$35,000), competing among 6 local stations (incl. Bell Media/Corus Entertainment – two ea.); doing so on the market's smallest station (source: Corus Entertainment)
- **Recruited, hired, trained and coached self-starters** who displayed passion to work beyond parameters of their positions
- **Built/launched direct mail/word of mouth marketing plan, resulting in 92 service clubs/13,000 local consumers** committed to patronize specific, local businesses that committed to advertise with the radio station – all this, before the station launched on air
- Wrote **CRTC-approved application/business plan**, using Excel, PowerPoint, Word
- Hired and contracted lawyers, engineers, accountants, market researchers to prepare for such
- **Budgeted, evaluated and purchased/leased capital equipment and collaterals** (towers, transmitting equipment, computers, office and industry-specific software)
- **Repositioned radio station format** with play by play, plus other sports-themed revenue streams with my second stint as Central Ontario radio rights holder for the Blue Jays and Maple Leafs; also profitably brought back OHL Peterborough Petes hockey broadcasts to radio – after being abandoned by other broadcasters

**Concurrent Owner/President/VP Marketing/General Manager/Sales Manager/Sales 1986-1992**

**CKLY 910 (now 91.9 Bob FM) – [McNabb Broadcasting](#) Lindsay**

- **More profits in first year of ownership** than the previous 10 combined (source: BDO)
- Station became **one of Canada's most profitable and highest rated radio stations** (source: BDO)
- Named one of **Canada's "50 Best Bossed Companies"** (source: BDO)
- **81% increase in retail advertising sales inside of 30 months** on top of mature revenue base by hiring, firing, training, coaching and managing sales team (source: BDO)
- **20-25% annual rate increases with industry-unique sales strategy**; in concert with increased tuning by creating new product life cycle – by researching, designing, programming and executing new station format
- **Implemented profit sharing plan of 10% of pre-tax profits that accelerated revenue and lowered costs**, giving employees a stake in company growth (see "more profits in first year" at top of this list) – with counsel from Magna Intl. founder, Frank Stronach
- **24% market share of all hours tuned to radio** while surrounded by the biggest corporate competitors: in the 95<sup>th</sup> percentile of all commercial Canadian radio stations as a result of marketing research-based format strategy (source: BBM, now Numeris)

## Education & Training Highlights

- Convergence Conference (San Jose): Sharing digital strategies monetizing the convergence of all media to increase profit for media companies and their local and national, and international clients
- \$50,000 Monopolize Your Marketplace consultants' training (Dallas): Creating specific, customized marketing systems, strategies, tactics and sales tools that separate your business from the competition, and then eliminate them – as you lead your prospects to the upfront and instant conclusion that they'd have to be absolute fools to do business with anyone else but you, regardless of price
- Bachelor of Administration (marketing major) – Lakehead University, Thunder Bay

## Interests/Activities

Family, church (BethanyCC.ca), helicopter skiing, water skiing, coaching soccer and hockey.

**Grade & Measure The Effectiveness Of Your Marketing BEFORE You Spend More Money:**

**Free, 30 Point Marketing Evaluation Worksheet** – Know How Your Marketing Measures Up, And Exactly What It Needs To Do To Make It Stronger – email [Andy@AndyMcNabb.com](mailto:Andy@AndyMcNabb.com).

**Other Free, CEO Marketing Tools Available At [AndyMcNabb.com](http://AndyMcNabb.com)**