

Resume • 7 Figure Results • Andy McNabb


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Key Attributes

Generating documented and guaranteed outcomes by leading both clients and colleagues to increased sales and profits by identifying, strategizing, and selling new growth opportunities.

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

"Andy's strategies produced results 65% higher than we were getting. His insights and ideas allowed us to accelerate the program. This is the fourth time our ownership has chosen to work with Andy." Mark Dobson, Co-founder of 1,000+ office digital marketing firm WSIWorld.com

 *"...a strong, competitive drive; is ambitious, and will drive himself hard to achieve his goals. An actively inquiring mind...innovative thinker and problem solver". Read the full report: [The Predictive Index®](#)*

"Andy is an energetic and motivated guy. He values people, treats them with respect, makes them feel like part of the team." Darryl Parsons, Life Coach; prev. McNabb employee/morning show host

"...an individual will stand out as more than just a sales superstar. Companies often ignore strengthening a company and its people from the inside out. Andy delivers on both sides. Carl McGarry, prev. Site Director, OneTouch Direct

"I'd hire Andy again. Inheriting 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." Dave Hopkins, CHEX Television; prev. sales manager at Corus Radio, London

"Passion, knowledge... I'd hire Andy – given his expertise with packaging, different-sized markets and sales approaches." Peter Allen, Dir. Business Dev., Hoyes.com; prev. Dir. Ntl. Sales, Vista Radio

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

- **Multiple, million dollar sales results in as little as 90 days, for owner-managed clients**, with McNabb's marketing strategies
- **Sold \$683,392 in new, small market radio station revenue: part-time**, over 10 months (source: BDO)
- **Raised \$13 million in investment/venture capital** (chairmen/CEOs of NASDAQ/TSX corps., venture capitalists, etc.)
- Nine time **Toronto Maple Leafs**/nine time **Toronto Blue Jays**/three time **OHL (Peterborough Petes) radio rights holder**
- **Online platform** to serve 20,000 churches 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** – doing so, on the smallest of 6 radio stations in Peterborough, ON
- **More profit in first year of radio station ownership – than previous ten combined (as an actively selling owner)** – 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)
- **Doubled direct mail donations in 90 days** for Niagara-based, international charity

Career Objective

Selling – and/or managing projects/departments/divisions/companies

Currently working for myself and by myself, I miss what produces my greatest results – **what I thrive on most**: daily interaction with team members, throughout the day (working toward a common objective **as part of a team or leading a team**). Whether by phone, text, email, in person – **regardless as to whether I'm working remotely by myself, out in the field with clients, or being in the office** – connecting/plugging in with others daily, fuels my energy, catalyzes a "rising tide", and increases everyone's outcomes.

Accomplishments

Sales/Owner – [AndyMcNabb.com](#) St. Catharines (Current)

- **Generating million dollar sales results for multiple clients** – by creating customized marketing systems, strategies, sales tools and tactics; coaching owners, executives and sales personnel to develop and 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 Altimum.ca
- \$1 million plus increased sales – for owner-managed ATM and POS terminal provider VerBil Media [sic]
- **Raised \$13 million in investment/venture capital** (fund now retired) for radio broadcasting projects – prospected/cold-called chairmen/CEOs of NASDAQ/TSX corporations, plus venture capitalists and main street merchants; concurrently negotiated/contracted/managed lawyers, accountants, engineers and market researchers for CRTC radio station license applications
- **Sold \$683,392 in new radio station revenue** – part-time, over 10 months (source: BDO)
- **Event production/management** – Negotiated and produced \$102,000 gate for one night/one day seminar: “How To Strengthen Your Most Important Relationships” – 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 online platform** for 20,000 churches to share ideas/inspiration
- **Launched online television streaming** for Crossroads’ “[100 Huntley Street](http://100HuntleyStreet.com)”

Sales/Management/Owner – FM 90.5 (sold – now Extra 90.5) – [McNabb Broadcasting](http://McNabbBroadcasting.com) Peterborough

- Raised \$450,000 to purchase off-air Peterborough radio station
- **Pre-sold/achieved 45% of annual budget** in advance
- **Sold market’s largest annual dollar volume for a single radio station advertiser account** (approaching \$35,000) – among 6 local stations (incl. Bell Media/Corus Entertainment – two ea.); doing so on the market’s smallest station (source: Corus)
- **Recruited, hired, trained and coached self-starters**
- **Launched 13,000 local consumers’/92 service clubs’ direct mail/word of mouth marketing plan**, with the parties 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**
- Hired and managed lawyers, engineers, accountants, market researchers
- **Budgeted, evaluated and purchased/leased** capital equipment and collaterals
- **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; profitably brought back OHL Peterborough Petes hockey broadcasts to radio – after being abandoned by other broadcasters

Sales/Management/Owner – CKLY 910 (sold – now 91.9 Bob FM) – [McNabb Broadcasting](http://McNabbBroadcasting.com) Lindsay

- **More profits in first year of ownership** than the previous 10 combined (source: BDO)
- **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”) – 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 95th 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 hosted by Radiolnk.com (San Jose): Sharing digital strategies monetizing the convergence of all media to increase profit for media companies and their local, national, and international clients
- \$50,000 Monopolize Your Marketplace consultants’ training (Dallas): Creating specific, customized marketing systems, strategies, tactics and sales tools to 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 You Can Do To Make It Stronger – email Andy@AndyMcNabb.com. See “Free CEO Tools – Instant Results” At AndyMcNabb.com.