


# Resume • 7 Figure Sales Results • Andy McNabb

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## 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". Click for the full report: [The Predictive Index®](#)

"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, prev. sales manager at Corus Radio, London; now at CHEX Television**

"...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, Site Director, OneTouch Direct**

"Andy is an energetic and motivated guy. He values people, treats them with respect, makes them feel like part of the team." **Darryl Parsons, prev. McNabb employee; now Communications Mgr., YFCCanada.org**

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

## 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/Recruitment – [OneTouchDirect.com](#) St. Catharines

- 90<sup>th</sup> plus percentile achiever (3<sup>rd</sup>-4<sup>th</sup> of 40 agents) on AT&T project selling tv/internet/phone services to Americans; recruited at job fairs, pitching being paid to learn/apply life/career skills of asking questions to get answers for joint benefit of customer and seller

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

- **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 [Altimum.ca](http://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 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](http://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
- **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 **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**
- **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**
- 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 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 hosted by [Radiolnk.com](http://Radiolnk.com) (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 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](http://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](mailto:Andy@AndyMcNabb.com). Other Free, CEO Marketing Tools Available At [AndyMcNabb.com](http://AndyMcNabb.com)