

Andy McNabb • 7+ Figure Sales Results

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Primary Focus: *Leading C-Suite/owner-managed clients/colleagues to increased sales/profits.*
How? *Identifying, quantifying, strategizing, and selling new growth opportunities.*

What Others Say About Andy, Re Teamwork, Sales, Strategy, Leadership

See "My Story" at AndyMcNabb.com. Also, see "Free CEO Tools – Instant Results".

Professional Sales & Marketing Highlights – Incl. Venture Capital*

- **Multiple, million dollar sales results in as little as 90 days, for owner-managed clients**, with McNabb's marketing systems, strategies and sales tools
- **65% higher prospect conversions than the company itself** – 500 office/30,000 client **digital marketing** firm/franchisor of digital marketing agencies
- **Raised \$13 million in investment/venture capital** (cold-calling chairmen/CEOs of NASDAQ/TSX corps., venture capitalists, etc.)
- **More profit in first year of radio station ownership than previous ten combined (as an actively selling owner)** – 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)
- **Co-Founded online platform** to serve 20,000 churches for client's digital marketing company
- **9 time Maple Leafs/9 time Blue Jays/3 time OHL (Peterborough Petes) radio rights holder**
- **Sold \$683,392 in new, small market radio station revenue: part-time**, over 10 months (source: BDO)
- **Sold highest billing advertiser account in the city on a single station** – doing so, on the smallest of 6 radio stations in Peterborough, ON
- **Highest outbound sales team closing ratio (also used in training)** – U.S. call centre for T-Mobile

Relevant Experience and Accomplishments*

Sales/Marketing/VC

- **Generating million dollar sales results for multiple clients** – 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 (500+ 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
- **Raised \$13 million in investment/venture capital** for radio broadcasting projects – prospected/cold-called chairmen/CEOs of NASDAQ/TSX corporations, plus venture capitalists and main street merchants; concurrently negotiated/contracted/managed teams of lawyers, accountants, engineers and market researchers for multiple, CRTC radio station license application projects
- **Sold \$683,392 in new radio station revenue** – part-time, over 10 months (source: BDO)
- **Event production/management** – Negotiated rights, formed and led team to produce \$102,000 gate for one night/one day seminar: "How To Strengthen Your Most Important Relationships" – 5 year record, 125 co-host church participation, bringing "America's Favourite Marriage Counselor" (Gary Smalley) to Toronto
- **Doubled international charity's direct mail revenue in 90 days** – Led project's strategy development for PeterYoungren.org, one of Canada's largest Christian television ministries
- **Co-founded digital marketing company on contract for owners (Online Christian Network) in creating online platform** for 20,000 churches to share ideas/inspiration

- **Launched 13,000 local consumers'/92 service clubs' email/direct mail/word of mouth marketing plan** – community organizations committed to patronize - and be rewarded for doing so – specific, local businesses that committed to advertise with the Peterborough radio station I owned
- **Launched online television streaming** for Crossroads' "[100 Huntley Street](#)"
- **Pre-sold 45% of station's annual budget** in advance for Peterborough radio station
- **Sold market's largest annual dollar volume for a single radio station advertiser account** (approaching \$35,000) – competing among 6 local, Peterborough stations (incl. Bell Media and Corus Entertainment – two stations each); doing so on the market's smallest station (source: Corus)
- **Recruited, hired, trained and coached self-starters** for my two radio stations in Lindsay and Peterborough
- **Wrote two CRTC-approved radio station purchase applications/business plans**
- **Hired/managed teams** of lawyers/engineers/accountants/researchers – multiple CRTC radio station applications
- **Budgeted, evaluated and purchased/leased** capital equipment and collaterals for two radio stations
- **Repositioned Peterborough 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
- **More profits in first year of ownership** (Lindsay radio station) than previous 10 combined (source: BDO)
- **One of Canada's most profitable and highest rated radio stations** (Lindsay, source: BDO)
- Named one of **Canada's "50 Best Bossed Companies"** (Lindsay station, 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 (Lindsay station, source: BDO)
- **20-25% annual rate increases with industry-unique sales strategy**; and increased tuning by creating new product life cycle – by researching, designing, programming and executing new Lindsay 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
- **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 (Lindsay station, source: BBM, now Numeris)
- **Highest outbound sales team closing ratio (also used in training)** – U.S. call centre for T-Mobile

Employment History

Sales

Tampa-based OneTouch Direct representing T-Mobile to U.S. telecom customers

St. Catharines, ON

Marketing Strategy Consulting

AndyMcNabb.com

St. Catharines, ON

Sales/Sales Manager/General Manager/Owner

McNabb Broadcasting FM 90.5 (sold – now Freq 90.5)

Peterborough, ON

Sales/Sales Manager/General Manager/Owner

McNabb Broadcasting CKLY 910 (sold – now Y91.9 FM)

Lindsay, ON

Education

Lakehead University

Thunder Bay, ON

Bachelor of Administration (Marketing Major)

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What Do You Figure – With These Results – I Could Do In Providing Value For Your Clients And Sales For Your Company – Instead Of The Competition?

Let's Talk About The Biggest Opportunities/Challenges Your Company – And Your Clients – Are Facing.