

Andy McNabb • 7+ Figure Results

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Generating documented and guaranteed outcomes by leading teams of clients and colleagues to increased sales and profits by identifying, 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 Highlights

- **Multiple, million dollar sales results in as little as 90 days, for owner-managed clients**, with McNabb's marketing strategies
- **65% higher prospect conversions** – 1,000 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)
- **Online platform** to serve 20,000 churches for co-founded digital marketing company
- Nine time **Toronto Maple Leafs**/nine time **Toronto Blue Jays**/three time **OHL (Peterborough Petes) radio rights holder**
- **Doubled direct mail donations in 90 days** for Niagara-based, international charity
- **Sold \$683,392 in new, small market radio station revenue: part-time**, over 10 months (source: BDO)
- **Sold highest billing advertiser account on a single station** – doing so, on the smallest of 6 radio stations in Peterborough, ON

Relevant Experience and Accomplishments

Sales/Marketing

- **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
- **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 in 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](http://100HuntleyStreet.com)"
- **Pre-sold 45% of 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 and managed multiple teams** of lawyers/engineers/accountants/market researchers for multiple CRTC radio station application projects
- **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 (with input 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 (Lindsay station, source: BBM, now Numeris)

Employment History

AndyMcNabb.com Sales/Owner (current)	St. Catharines, ON
McNabb Broadcasting FM 90.5 (sold – now Freq 90.5) Sales/Sales and General Manager/Owner	Peterborough, ON
McNabb Broadcasting CKLY 910 (sold – now 91.9 Bob FM) Sales/Sales and General Manager/Owner	Lindsay, ON

Education and Training

Lakehead University Bachelor of Administration (Marketing Major)	Thunder Bay, ON
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