

Paul Tomascik, MBA, BScF

Summary of Qualifications

An accomplished marketing and communications specialist helping organizations find, attract, acquire and keep customers with a solid track record of proven results. A thought leader and adaptable product manager and consumer packaged goods professional whose marketing plans, evaluation dashboards and predictive business models have effectively served large and small companies, governments, associations and private sector clients alike. A planning and deployment practitioner with a philosophy anchored in bringing out competitive points of difference tied to focused and clear strategies. A strategic advisor with proven methods to position clients in the best possible light through effective marketing programs and a balanced decision-maker who delivers projects on time and within budget. A professional in every sense of the word who does his homework, weighs his options and moves projects forward through comprehensive assessments that drive actionable, results oriented tactics. The payoff: a history of strong calls-to-action, resulting in increased returns on marketing investment, customer satisfaction and loyalty. A team leader and strategic innovator with the following areas of expertise:

- **Senior Marketing Advisor in Public Health** involving strategic risk communications, social marketing, stakeholder communications planning and meeting the needs of senior health authorities and federal government leadership
- **Marketing professional** helping organizations clarify and position their value propositions competitively with a view to a healthy bottom line
- **Disciplined project manager** successfully deploying cost benefit models and dashboard indicators to effectively audit marketing and communications initiatives
- **Data-base marketing analyst** applying strategies based on segment behaviours and creating database marketing infrastructures
- strong relationship builder leveraging resources to acquire constituents through partnerships and alliances
- **Methodical researcher** that brings out focused and competitive points of difference
- **Customer relationship manager** developing customer valuation and predictive business models to measure results based on scarce resource utilization and communications benchmarks
- **Brand developer** and value creation specialist that created two highly successful national marketing and communications programs in the private and para-public sectors – Majesta Tissue for the Irving Group and VentureOne for Canada Post
- **Dynamic speaker and prolific writer** invited to present his marketing applications at various business functions, universities, colleges, radio and TV programs; developing marketing plans for operational execution and spinning off white papers for knowledge exchange

**Current Work
Experience
2005 - Present**

- **Entrepreneur** successfully creating a marketing consulting firm – Tomascik Marketing Resources – in 2006

Public Health Agency of Canada (PHAC) – Senior Marketing Advisor

A marketing and communications specialist responsible for developing fact-based plans for the H1N1 flu virus pandemic and other public emergency health related issues. Specific projects include *Communicating during a National Food-borne Illness Outbreak*, *Social Marketing for a Reminder/Reinforcement Strategy for the H1N1Flu Virus Outbreak Response*, *Media Lines and Social Media*. Working at a high-level pace to meet stakeholder needs and the demands requested from the Privy Council Office (PCO) and the Chief Public Health Officer (CPHO) for Canada represent the working environment.

Ingenium Communications – Senior Marketing Strategist

A team leader and pathfinder who people like to work for and with whom colleagues feel like valued contributors with a clear delegation of authority. Participants get a sense of the big picture – they know where they're going and what their accomplishments achieve. A strong practitioner in measuring performance and developing customized dashboard indicators. Fully understands and utilizes breakeven cost-volume-profit, cost-recovery and customer valuation techniques and how to integrate them as practical business tools. Select results and highlights include:

Canadian Internet Registration Authority (CIRA) – marketing counsel resulting in applied marketing planning initiatives

- Writing brand framework guidelines
- Creating marketing plans
- Conducting international benchmarking studies
- Executing customer / membership engagement strategies

Canadian Forest Service (CFS) – marketing and communications process improvements resulting in simplification and streamlining

- Streamlining marketing and communications plans to more effectively reach disparate target audiences

Canadian Navy – partnership and direct marketing plan to solicit funds for the 2010 centennial in progress

- Leading environmental assessments and developing partnership and marketing strategies for the 2010 Canadian Naval Centennial project
- Outlining applied plans to support the 2010 Canadian Naval Centennial through predictive results modeling, structured planning and tactical precision
- Benchmarking and quantifying plans to incorporate a usable partnership strategy to leverage scarce resources and build alliances

Canadian Medical Association (CMA) – value creation modeling helping assess dichotomy between CMA value propositions and benefits sought by physician members

- Building a Value Creation Model foundation and comprehensive

- assessment of best practices and membership valuation
- Establishing the first Marketing Plan for CMA's Leadership and Professional Development Directorate that covered the targeting and acquisition of key market segments and their associated audiences – influencing leadership candidates to participate in high-level physician training programs

Department of Western Economic Diversification Canada (WD)

- streamlining marketing and communications process
 - Operationalizing a Corporate Communications Strategy to integrate government, alliance, stakeholder and business interest groups and leverage a more consolidated and cohesive approach in working with WD's network partners -maximize the benefits of its partnership agreement with Business Development Bank of Canada (BDC) during the Small Business Week campaign - highlight WD's support in trade and exports and support WD's commitment to small business in Western Canada.

Canadian Federation of Independent Business (CFIB), Canadian Dental Association (CDA) and Canadian Medical Association (CMA) –

- marketing and communications consultant writing and executing marketing plans resulting in increased membership
 - Attracting members, providing counsel and developing predictive models to acquire members from various segments and position the firm as a value-added entity.
 - Initiating, creating and deploying co-operative marketing plans to better recruit and enhance membership drives
 - Running breakeven exercises using sensitivity analyses for various “What-if” scenarios to compare the marketing investment against expected outcomes and revenue streams.
 - Utilizing performance feedback to maintain planning, launching and operational flexibility and create baselines from to measure progress

Algonquin College – School of Business – Part-time Lecturer

- Lecturing on marketing principles at the applied marketing and communications level including strategic marketing, marketing research, communications development and evaluation techniques deploying dashboard indicators

University of Ottawa - Telfer School of Management – Professor

- Teaching undergraduates marketing, customer relationship management, consumer behaviour, business development and strategic marketing
- Leading graduate students at the MBA level to apply predictive business models and customer relationship management methodologies

**Marketing
Career
Foundations
1999-2005**

Canada Post Corporation (CPC) – Marketing Director

- Inventing evaluation and measurement tools to audit marketing and communications performance
- Planning marketing and communications infrastructures and leading a team to successfully capture small business customers against worldwide competitors like FedEx and UPS
- Providing leadership and creating a legacy from scratch; Canada Post's successful brand for small business, *VentureOne*TM; a database direct-marketing program launched nationally that put the Post on the customer map and was the spearhead of a marketing plan that:
 - Generated a quarter of a million customers in four years
 - Grew the business at a continuous rate of 1,200 members per week
 - Resulted in six of ten respondents signing up
 - Returned \$10 of revenue for every dollar invested in marketing
 - Achieved the highest loyalty scores compared to all lines of business

1991-1999

Export Development Canada (EDC) – Senior Project Marketing Manager


- Writing, managing and deploying product and segment oriented marketing and communications plans for national and international clients
- Leading planning and cost analysis for financial services in dynamic in international markets
- Developing profitability models applied in major business transformation initiative
- Lending professional marketing and communications support to EDC's financial segments

Irving Tissue Limited – Product Manager

- Creating, developing and marketing the *Majesta*TM tissue brand deploying highly competitive communications and marketing strategies that successfully positioned the brand against high profile brands.

White Swan Company – Product Manager

- Applying marketing plans and developing new products for consumers and businesses
- Developing communications strategies to successfully penetrate a highly competitive market and generate strong calls-to-action
- Pioneering predictive models for the paper industry

Education, Training and Complementary Skill-sets	<p>A convincing marketing practitioner who has the passion and capacity to creatively bridge theory with applied practice and inspire audiences to become active participants.</p> <ul style="list-style-type: none">• Strategic Risk Communications for Stakeholders in Public Health• Master of Business Administration (MBA) degree, University of Ottawa• Complete Master of Science <i>Residency</i> courses in Statistics, University of Toronto• Bachelor of Science in Forestry (BScF) degree, University of Toronto• Direct Marketing Certificate, Canadian Marketing Association• Effective Advertising Executive Certificate, York University
Achievements	<p>An entrepreneur, pilot, writer, contemporary artist and musician.</p> <ul style="list-style-type: none">• Sole proprietorship – Tomascik Marketing Resources (TMR)• Commercial Pilot and currently a flight instructor candidate• Teaches marketing and business strategy and has taught at the post-secondary level including Ground School for pilots• Writes and illustrates short stories for the Canadian Owners and Pilots Association (COPA) • Achieved Royal Conservatory of Music accreditation in piano
Languages	English, Eastern European Languages and working knowledge of French
Security Clearance	Secret; valid from November 2009
References	To be provided on request
Marketing plan and writing samples	To be provided on request