

Profile

Seasoned executive committed to building brands and businesses. Accomplished leader; able to steward and align teams to achieve their vision through strategy-driven initiatives and creative execution. Proven success at building brands, integrating them into business systems and effectively drive profitable growth. Born in Montreal with an American university education and employment experience provides for an international perspective on building and managing brands in a wide range of companies and industries.

Work Experience

PSD+G Strategy Group

2011 - present

Co-Founder and Principal

A boutique strategy consulting firm that specializes in business and brand strategy. Clients include; Cameco Fuel Services, Yellow Pages, Canada Post, Open Blue Sea Farms (Panama), Bata Shoes, Miss Edgar's & Miss Cramp's School (Montreal), Natural Products Canada, Crowe Soberman, Movember, Desjardins Group, Montreal Fluency Centre, and St. Joseph Health Centre Foundation,

Smith School of Business – Queens University

Adjunct Professor

2015 – present

- Designed, built and taught Brand Management Course – New content at Smith School of Business
- Teach Marketing Strategy and Brand Management to 3rd and 4th year Commerce Students
- Teaching Marketing Strategy to Executive MBA Americas – Cornell/Smith School of Business

LEVEL5 Strategy Group

2004 – 2011

Vice President, Senior Brand Strategist

Canada's fastest growing boutique brand strategy firm. Committed to helping CEO's embrace brand as a valuable business asset by integrating the brand into their business system. Grown from 3 people to 25 in 6 years.

- Co-created and launched LEVEL5 with David Kincaid: Developed the LEVEL5 brand, culture and operating system by defining and successfully implementing the vision, mission, values, strategic priorities governance and structure, HR strategy, and value proposition.
- Member of the Management Committee; Key contributor to annual growth rate of +10% - 11% (revenue) and profit margin of 11% per annum
- Developed the Business Development Plan and Marketing Strategy by incorporating the identified sectors, subsectors, companies and targets, key metrics and action plans, resulting in increased sales
- Started of Brand Finance Canada (sister company of LEVEL5 specializing in Brand Valuation and value-based marketing). Led BFC's launch strategy and published Canada's Most Valuable Brands 2007 ranking. Currently leading projects that include Brand Value/Valuation Return on Marketing Investment (ROMI).
- Led Aeroplan through a transformational brand strategy project that has successfully re-defined how they conduct business. Worked with the CEO and senior leadership team to develop a unique and emotionally driven brand strategy tied to their business system. Led the transformation of the Contact Centre from a transactional service-oriented culture to a revenue-generating sales organization that delivers on the brand strategy. Key results for Aeroplan: Unit price +33%; Partnerships +40%; Affiliated Brands +50%; Card Member Usage at Partner sites +100%; January 2008 vs. January 2006 active member increase +12%

Clients: Branksome Hall, and Marketing Hall of Legends, Groupe Aeroplan, Live Nation Entertainment, Sport Chek/Sports Experts, Second Cup, Petro-Canada, LCBO, United Farmers of Alberta, Ocean Nutrition Canada, Moosehead, VIA Rail, and Tourism Toronto,

Awards: LEVEL5 won “Top Workplace Where Employees Thrive” 2010 award and PROFIT Magazine’s 2010 ranking of Canada’s Fastest-Growing Companies!

Peter Drummond Consulting – brand/marketing strategy & brand management
Owner/Operator

2003 - 2004

- Led diverse range of clients through development of strategic brand initiatives including: positioning, philanthropic strategy, personality, architecture, and naming. Directed implementation from operationalizing the brand to managing marketing communication activities.

Clients: MasterCard Canada, Certified General Accountants, Osler Hoskin & Harcourt, Aquilon Capital, Georgian Ridge Estates, and PinkSky Productions (producer of Gemini Award winner *FlashPoint*).

Cossette Communications Group Inc.
1999 – 2003 Vice President, General Manager Identica Branding & Design
Member of the Executive Leadership Team and shareholder, Cossette Toronto.

1993 - 2003

- Led the development of Identica’s overall strategic vision, annual business planning, new business development program, and financial management.
- Created lucrative retail design business unit for Cossette, adding \$1.5 million of revenue in the first year.
- Conducted a rigorous change in Identica’s culture by defining a new business vision, fully engaging the team in the process and identifying the right people for the right job. This elevated the quality of work, motivated employees and increased productivity by 25%.
- Built a \$2.8 million graphics studio into value-added \$6 million strategic branding and design consultancy, generating average revenue and profit growth of 20% per year.
- Supervised the change management of new processes and technology platforms, improving productivity by 30% as well as product quality
- Key player in redefining the Shopper’s Drug Mart brand strategy, positioning and personality. Led the design team in creating the new design strategy (identity, new store concept, environmental and graphics) for their big box concept store.
 - Since 2003, Shopper’s has been aggressively and successfully rolling out the new concept across the country.
 - Shopping cart purchases grew significantly by 45%/basket, and JC Williams Group assessed the new concept as one of the best performing designs in Canada

Clients: Shopper’s Drug Mart, The Bank of Bermuda, Aliant, Air Canada, Petro-Canada, McDonald’s, Fasken Martineau, and Nike

Awards: Media Innovation Awards 2002 – Best of Show for Nike Presto; COSS Awards - Best Design Idea 2001 – For Fasken Martineau; COSS Awards - Best Creative Product in Cossette Toronto 2000.

1996 – 1999 Managing Director, Nucleus Core Properties

Member of the Executive Leadership Team and shareholder, Cossette Montréal.

- Directed the business vision, new business development and financial management. Senior strategic brand consultant on several major projects successfully helping to drive revenue growth of 20% and profit by 27%.
- Repositioned a start-up naming company into a value-added strategic brand consultancy. Led and oversaw the development of proprietary methodologies and tools. Grew the consulting team (6 to 10 people) and diversified the offering to include: brand strategy, positioning, personality, architecture, taglines and naming.
- Led a task force that worked directly with CEO Jean Monty and the BCE/Bell Brand Council to develop a new and differentiated brand strategy and positioning reflecting his business vision of *“the whole is greater than the sum of the parts.”* Helped align their divergent agendas and meet their business objectives.
This resulted in:
 - Shift from telephone company to leading edge communications company relevant to the youth segment.
 - Acting and communicating as “one company with one voice”.
 - Contributed to a rise in share price from \$15.00 to \$27.50 (June 1999 – April 2003).

Clients: The Greater Washington Board of Trade, BCE/Bell, MTT (Maritime Telegraph & Telephone), MTS (Manitoba Telecom Service), Petro-Canada, and The Bank of Bermuda.

Awards: Team member for the 2000 Cassie Awards – MTS.

1993 – 1996 Senior Brand Consultant, Nucleus Core Properties

- Project leader for English Canada - helped to contribute a 25% revenue growth rate per annum.

Clients: Bell Canada, Nortel, NB TEL, MTT, AGT, SaskTel, BCTEL, Culinar, Molson, Schering and Pfizer.

Sharwood Design: Owner/Operator - Brand strategy and design consulting firm.

1990 – 1993

Axion Inc.: Senior Designer and Branding Consultant

1988 – 1990

US experience

1986 – 1988

Clifford Selbert Design – Designer; Hughes Communications Group – Designer (Boston)

National Zoological Park / Smithsonian Institute – Designer (Washington DC)

Education

Columbia University, New York – Graduate School of Business, Executive Management Program, Building and Managing Brand Equity Program

The Canadian Securities Course, Canadian Securities Institute

Virginia Commonwealth University, Richmond, Virginia – BFA, Communication Arts & Design

Ryerson University, Toronto, Ontario – Studies in Film and Photographic Arts

Memberships, Nominations, and accomplishments

American Marketing Association – (Marketing Hall of Legends) Mentor Exchange, 2013

Desautels Faculty of Management, McGill University – Career Mentor Roundtable participant, 2013

Marketing Hall of Legends (Canada), Executive Committee, Strategy Lead, 2009 - 2011
The Rotman School of Management, The University of Toronto - Lecturer and advisor, 2007 - present
Nominated in "Who's Who in Marketing 2000" and "Who's Who in Canadian Business 2000"