



BRUCE MACDONALD, CPA, CA
PRINCIPAL

PROFILE

VALUE PROPOSITION

Bruce is a senior executive with extensive experience in finance, operations and information technology. He has an established track record of delivering best practice operational results, growth strategies, and improved bottom line at both established and emerging organizations through revenue improvements, cost efficiencies, customer service and mergers and acquisitions. Bruce excels at improving organizational effectiveness by identifying, implementing and maintaining business processes and technology improvements. His complementary skills include corporate leadership, business development, change management, and business intelligence. Bruce is a true business partner that works well at all levels of the organization to deliver desired outcomes and achievements.

SELECTED ACHIEVEMENTS

- **Operations Improvement:** Consolidated and revamped four diverse client care organizations into one efficient global care entity. Established “best practice” processes and led the implementation of a customer incident and response software program. Drove improvements in customer satisfaction (+33%) and client retention (+23%), and reduced annual operating costs by \$500,000.
- **Business Expansion:** Established and managed all functions related to a ground-breaking cloud computing offering. Negotiated and established computer hardware, Internet, and facility partner agreements. Delivered \$8,000,000 of incremental annual recurring revenue.
- **Mergers and Acquisitions:** Grew an established business by acquiring production accounting, land management, and financial accounting software products. Negotiated terms and managed the integration of multiple corporations that drove annual recurring revenue increases of \$5,000,000.
- **Financial Management:** Negotiated and managed a multi-million-dollar loan agreement with a major financial institution for a U.S. software and services business acquisition. Integrated the banking, accounting, and taxation portfolios resulting in annual cost savings of 15%.
- **Financial Acumen:** Drove improvements to financial accounting, reporting procedures, and processes that improved accuracy and timely filing of TSX Venture Exchange financial reports. Raised two non-brokered private placements securing the funds necessary to develop and launch a new line of business.

PRIOR EXPERIENCE

- 3ES Innovation Inc. - Chief Financial Officer.
- Labrador Technologies Inc. - President and Chief Financial Officer
- P2 Energy Solutions – Senior Vice President and General Manager, Canada
- Qbyte Services Ltd. – Vice President Operations
- Sceptre Resources Limited - Controller

QUALIFICATIONS

- CPA, CA Alberta - KPMG, Calgary, AB
- Bachelor of Commerce, Major in Accounting, University of Calgary, Calgary, AB