



**Innovation
&
Start-Up**

Experience



Profile of
TIMOTHY GRAYSON

Timothy Grayson is a proven, high-performance executive who creates innovative products and transforms businesses. His passion for excellence motivates teams to peak performance and exceptional results. He is a leading-edge thinker and confident, strategic decision-maker in uncertain (and chaotic) environments. A successful negotiator, Timothy can create win-win outcomes and breakthrough opportunities. He is a dynamic, visionary leader who makes sense of challenging circumstances to deliver results.

Timothy Grayson is a transformational leader with practical skills as a product developer, strategist, and change Manager and decades of enterprise Information Technology (IT) experience. Earlier, he gained experience in the small/mid-size sector. He holds an MA (History) and B.Comm (Hons) in addition to several certifications.

Mr. Grayson has been directly responsible for commercial deliverables, including business creation, organization, and profit/loss. He has been particularly effective where design, implementation, and leadership of organization, technology, or mandate change are demanded. From a technical perspective, Mr. Grayson has demonstrated hands-on information and technology architecture capabilities. He is an advocate of AGILE development and LEAN processes.

Mr. Grayson is an exceptional problem solver with strong interpersonal and communication skills. He has excellent leadership and coaching abilities even in cross-functional and multi-cultural environments.



TIMOTHY GRAYSON

Proven, high-performance professional with broad history of business transformation and digital innovation. Multi-discipline advisor and coach inspires executive and employee teams to exceptional results. Influential communicator, successful negotiator, and patient guide through complex concepts. Expert at envisioning information technology used for operational and commercial gain. Strategic thinker and confident decision-maker. Untangles challenging circumstances and delivers results.

KEY STRENGTHS

- ⤴ Compelling, Persuasive Communicator
- ⤴ Rigorous, Creative Thinker
- ⤴ Energetic, Collaborative Team Player
- ⤴ Product and Business Innovator
- ⤴ Visionary Strategic Planner
- ⤴ (Digital) Transformation Leader

SELECTED ACCOMPLISHMENTS

- Designed and replaced an aging product with a secure, Cloud collaboration system.
- Organized and transformed e-bill delivery product, processes, technology for 50% cost reduction and 30% sales velocity increase.
- Led \$3M technology/process-transforming service, affecting ~20,000 retail lanes, for new revenue and strategic advantage.
- Created/presented multiple CEO-level strategic plans.
- Administered governance, policy, and KPI targets/analytics for \$3B business unit.
- Started an online travel business, creating an extensive package/cruise directory and search engine.
- Awarded 2 technology patents by US Patent and Trade-mark Office (2011-13).
- Accomplished public speaker and author.

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| <i>Professional services:</i> | <ul style="list-style-type: none">• <i>(Digital) Transformation Strategy and Architecture</i>• <i>Change Management</i>• <i>Business process re-engineering</i>• <i>Business/Enterprise Architecture</i>• <i>Business Analysis</i>• <i>Planning and (Agile) workshop facilitation</i> |
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Security Clearance: Secret (File No: 95908422-0001670465 ; Expires: 6 Jan 2025)

Language: English, adequate French, basic Spanish

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1. **CANADA POST – epost Connect v1.2** Jan 2013 – Aug 2013
epost Connect featured product/business roadmap elements in consultation with lead customers (e.g., Health Canada, Employment and Social Development Canada, and private sector companies), which were initial participants in a change management program that evolved through each product version.
 2. **CANADA POST – epost Connect v1.0** Jan 2011 – Nov 2012
epost Connect migrated customers off PosteCS, requiring integration and grandfathering. It comprised ideation, market assessment, competitive evaluation, technology assessment/selection, design, coding, release, and extensive change for 150 customers plus ~2,500 internal power users and user-departments.
 3. **Digital Neighbourhood** 1 Nov 2010 – 30 Sep 2012
A service to geographically-constrain communication including targeted "important" communication (e.g., zoning notifications and community consultations), geo-defined marketing, and localized social interaction. Involved extensive survey of government open data activity and initiatives to nationally standardize localized data.
 4. **CANADA POST – e=P digital geography network topology evolution** Nov 2009 – Nov 2011
Creation of a combined electronic/physical addresses network, connecting epost to the Canadian physical address directory. Required system redevelopment and integration to citizen identity credential/account stores. Developed and implemented extensive technology, data, and integrity-compliance processes.
 5. **CANADA POST – PIN Management** Dec 2008 – Nov 2010
A commercial service to change chip card PINs at Canada Post Retail required full upgrade of the point of sale experience: retail/ERP (SAP) systems, >13,000 lanes, and protocols for 5000 unionized employees. An intense internal change management program was deployed for technology and process impacts.
 6. **CANADA POST – HomeP@ge** Feb 2003 – Jun 2006
A strategic vision/planning assessment of position, assets, capabilities, market, and industry conditions forecasting Canada Post's digital evolution based on technology, business, and social trends, followed by the determination of a business structure and plan, technical structure, and change management plans.
 7. **CANADA POST – fetch** May 2004 – Mar 2006
Managed, service for anonymous, consumer mobile or online response to offers in any medium. Designed user registry, identity anonymization, response management, fulfillment capabilities, and several analysis engines. Entailed business architecture, case/plan, omnibus evaluations, marketing and sales plans, etc.
 8. **Vamoos! Inc.** 1 Feb 1999 – 31 Dec 2000
Vamoos! Inc., a start-up, created a valuable position in the online travel search/purchase business, creating a search engine to automate identification of tour package options based on user-entered desired features and attributes. Vamoos! custom-coded the search engine, used tools for purchasing

(shopping carts being unavailable then), and manually converted printed pages from promotional catalogues into searchable XML datasets.

9. **Rambler International** 1 Feb 1995 – 30 Aug 1998
A licensee of several brands of activewear clothing either imported for sales and distribution or exported to foreign markets. The organization required a manager to handle creating and executing on business plans, as well as being hands-on in functional areas such as sales and operations.
10. **Ticker News Network** 1 Mar 1996 – 30 Sep 1997
A business plan for a wireless communication technology and information service included all common elements of business planning particularly projection of financial returns from multiple future scenarios of market acceptance, price stability, and so forth. Researched, modelled, built scenarios, and presented the venture capital business plan.
11. **Navigator Fund Company** 1 Mar 1992 – 30 Apr 1996
Privately created, niche mutual fund company created for high net worth investors. Setup of the company included development of non-funds management and legal structuring. Created and delivered the full branding and promotional marketing effort to communicate with investors in accordance with regulation and support sales activity, expanding to other investors.
12. **Templar Technologies Inc., Custom CD Kiosks/Ticket Distrib.** 1 Feb 1993 – 31 Dec 1993
Business/product concept to use bar-coded tickets as the basis for making event tickets distributable through bank ATM networks. A purchaser could buy tickets in location X and secure the printed ticket at location Y from an outfitted ATM. That ticket would be granted access to the venue through a gate control automated with a bar-code reader.
13. **First Phoenix Fund Company** 1 Jun 1992 – 30 Sep 1993
Privately created, niche mutual fund company created to manage aboriginal land claim settlements. The setup of the company included development of non-funds management and legal (tax and other) structuring activity.
14. **RoboLIFT automated gate control** 1 Mar 1992 – 30 Jun 1993
Business/product concept to use bar-coded tickets and radio-controlled wand receivers to enable automated gate control and traffic monitoring to permit ski lift passes to be sold by time-blocked validity periods.
15. **Golfer Traks course management** 15 Jan 1992 – 31 Mar 1993
Business/product concept to use cellular phone signal triangulation to pinpoint golfers and golf course maintenance equipment on a GIS-based map of the course, allowing golf course managers to (a) better manage course maintenance and (b) maintain pace of play by monitoring golfer progress.
16. **CharterSoft Corporation** 1 Sep 1990 – 30 Sep 1992
Early, Windows-based presentation software start-up. Software sales channels dominant in the early 1990s had to be assembled, contracted, and managed.