



Strategy
(Transformation, Business, Product)

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

KEY STRENGTHS

- ⤴ Compelling and Persuasive Communicator
- ⤴ Visionary Strategic Planner
- ⤴ Rigorous and Creative Thinker
- ⤴ Product and Business Innovator
- ⤴ Influential, Organized, and Collaborative Leader
- ⤴ Digital Leader

SELECTED ACCOMPLISHMENTS

- Created and presented annual strategic plans, budgets, and annual report assessments for 5 P&L centres comprising \$3B annual revenue. Administered governance, policy implementation, and key performance indicator metrics/analytics. Did all market and industry intelligence gathering and analysis.
- Created enterprise Board-level line of business strategy; designed organization structures; structured key projects; participated in CEO and Board presentations.
- Wrote business case and commercial deployment model for multi-assurance-level digital credential for national federation.
- Designed and developed IT and business processes, and business model for a multi-channel document management suite that included physical-intercept service, PDF-based digital conversion, OCR to structured data, archive/retrieval, and response management.
- Analyzed and developed multiple ebusiness initiatives. Built strategies, value propositions, business cases; engaged partners and created take-to-market programs.
- Accomplished public speaker (20 conference events in past 5 years) and author (books: *The Spaces In Between*, 2011 and *Every Canadian's Guide to Common Contracts*, 1999).

CAREER EXPERIENCE

CANADA POST CORPORATION (Ottawa) - c\$6B postal and logistics operator	2001 – 2014
VAMOOS! INC. (Winnipeg)	1999 – 2001
NAVIGATOR FUND COMPANY (Winnipeg)	1992 – 1996
TEMPLAR TECHNOLOGIES INC. (Winnipeg)	1992 – 2001
CHARTERSOFT CORPORATION (Winnipeg)	1990 – 1992
THE EVENTS FOR CHARITY FOUNDATION (Toronto)	1989 – 1990
NYGÅRD INTERNATIONAL (Toronto)	1987 – 1989

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Language: English, adequate French, basic Spanish

1. **CANADA BORDER SERVICES AGENCY** Jan 2019 – Jun 2020
Provided solution architecture for IT applications being modernized to be consistent with the Agency's strategic plan. Also provided transformation architecture for the Traveller IT portfolio transitions to support the "Traveller Process Modernization" program. The key elements of the modernization evolution are a shift to a (micro)service oriented architecture and the decommissioning of several monolith systems.
2. **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.
3. **"Mercury" project and "epost2.0" strategy** 1 Nov 2009 – 30 Nov 2011
An urgent assessment, plan, and deployment of process and technology changes to accommodate a potential conversion of large volume paper mailings for electronic delivery to the correct individual via *epost*. Address-based delivery required *epost* network topology enhancement to include electronic mailboxes for *each* of nearly 15-million delivery addresses in Canada. Technology and processes to direct bulk address-based files to corresponding electronic mailboxes.
4. **"Phoenix" strategy** 1 Sep 2009 – 30 Jun 2010
Strategy to set a 10-year mail path entailed a full assessment followed by the determination of strategic thrusts and plans. Required complete business planning for existing commercial activity and the new strategic thrusts, and implementation of change management for execution of the shifts.
5. **2007-09 Annual Corporate Plans** 1 Jan 2006 – 31 Dec 2008
Annual comprehensive 5-year corporate plans. Each business unit developed its portion based on corporately-assigned overall objectives and targets. Revenue/cost estimates were developed first, followed by the specific initiative plans and investment requirements.
6. **Post Office Online strategy** 1 Mar 2006 – 31 Aug 2007
A strategic study to set a 10-year path that contemplated a digitally-oriented organization dedicated to non-traditional, non-core business operations. Demanded complete business planning change management implementation plans.
7. **Canada Post 2020 strategy** 1 Oct 2006 – 30 Jun 2007
A strategic review with a year-2020 time horizon entailing a full strategic assessment followed by the determination of strategic thrusts and plans. Demanded complete business planning and change management implementation plans.
8. **Canada Post – Transaction Mail strategy** Apr 2006 – Sep 2006
Full and robust 5-year business planning to achieve new strategic thrusts, and implementation of change management for the orderly execution of wholly transformative shifts including the shift from a horizontally-oriented organization to one that was vertically structured into lines of business.

9. **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.