



Peter S. Parrish – Principal, The Signal Group

Business Development and New Venture Consultant to Management

Profile

I have enjoyed a highly successful career managing, at a senior level, in both mature and developing enterprise environments. I am an experienced entrepreneur and intrepeneur. I have successfully implemented a wide variety of new business initiatives and strategic renewals. I have been the senior executive for two e-business start-ups. I am an excellent communicator and motivator. As required, I perform with great skill and sensitivity as an agent of change. I always deliver exceptional results.



Areas of focus

- Business transition – Objectives qualification; strategy development; tactics and resource planning; enterprise readiness preparation; transition implementation.
- New enterprise planning – Objectives qualification; strategy development; internal and external research; financial planning; strategic and operating plan preparation; public presentation content preparation.
- E-business integration – Objectives qualification; strategy development; solution identification and implementation, e.g. CRM, ERP, e-commerce, web presence.
- Franchise system implementation – Objectives qualification; strategy development; franchise contract preparation; marketing and sales planning.
- General management best practices – Training; mentoring; interim executive role fulfillment.
- Project management – Objectives qualification; strategy development; tactics and resource planning; project supervision.

Background

- (Current) Partner – **The Signal Group** – Engaged in providing expert guidance and support to for-profit and not-for-profit organizations pursuing start-up, expansion and renewal agendas.
- (Current) Editor and Publisher – www.bricksNclicksPROFITS.com – Web forum presenting “Winning Internet Integration Strategies for Today’s Retailer.”

- President and CEO – MerchantBridge.com, Inc. - Managed development, production release and third-party licensing of the MerchantBridge e-commerce ASP platform, a comprehensive online sales and customer service solution for progressive retailers.
- Vice President – Future Shop Ltd. – Managed Future Shop Canadian and US commercial sales divisions; managed first stage development and launch of futureshop.ca; managed integration of Computer City Canada into the parent organization following acquisition.
- President and COO – Doppler Industries Incorporated – Developed and implemented the company’s strategic renewal from big box computer retailer to SMB sales and service provider.
- Senior Vice President – A&A Records & Tapes (Sound Insight Ltd.) – Managed 140 stores and \$110 million annual sales; managed planning, creation and execution of \$4 million annual marketing program; developed and implemented national franchise program.
- Mentor – Telus New Ventures BC Competition
- Past Director – American Marketing Association, British Columbia Chapter
- Past Director – Canadian Academy of Recording Arts and Sciences (CARAS)
- Past Director – Foundation to Assist Canadian Talent on Records (FACTOR)
- Charter member – Canadian Franchise Association
- BA – Syracuse University, Syracuse, New York
- Available to work in the US and Canada

Contact information

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