Thank you for taking the time to review my credentials. The following outline of my past experiences is intended to better articulate potential alignments to you / your clients' needs as a *supplement to my resume / cover letter*. It provides additional subject matter that may be relevant, but is not comprehensive.

The skills and experience summary below include hyperlinks to the appropriate sections for easy review of areas deemed pertinent.

I have been successful helping organizations and individuals based on business experience and acumen. I build credibility and value with customers and work groups as a true consultant and trusted advisor / mentor as well as stakeholder in their success. With decades leading teams, I understand how to create vision, inspire with influence, empower with accountability, and motivate people and teams.

Be it as Operational or Sales Leader, consultant & individual contributor, I have a long record of success and experience across many verticals at Purolator, Xerox and Entrepreneurially. I have created / evolved partnerships beyond transactional relationships, evidenced by the depth of commitments with partners, clients, and resources involved. A few examples (many more within)

Working with and serving world class organizations including:

ATCO GROUP, TELUS, XEROX, PUROLATOR, THE KATZ GROUP: MCKESSON, DRUG TRADING. VALUE DRUG MART, UAP / NAPA, BUMPER TO BUMPER, AGI, DOW CHEMICAL, WALMART, CERIDIAN, FEDERATED COOP, GOODYEAR, MICHELIN, POTASH CORP. FORD, GM, JOHN DEERE, PATTERSON DENTAL, EDMONTON OILERS AND ESKIMOS, RAVEN TRUCK ACCESSORIES, GRAND WEST ENTERPRISES, SHELL, WDDC, SUNCOR, SYNCRUDE, DIASHOWA MIRUBINI (DMI), ALPAC, and more...

I am happy to unleash a life time of experience in Management, Consultative Sales, Business Process Optimization via logistics, transportation, distribution, technology, and business services management roles as a differentiator for you / your clients!

I look forward to discussing in person.

**Sincerely** 

John J. Fraser Ph. 780 499 7720 jjfraser@shaw.ca ca.linkedin.com/in/jjfraser1 www.jfsells.com

# **Skills and Experience:**

- General Management Business, People, and Processes
  - Highlights: People, Resource & Financial Management
  - Highlights: Operational Expertise Service Orientation
- Advanced Sales Operations Tools and Technologies
  - Highlights: Executive Sales, Sales Operations & Management
  - Highlights: Business Integration, Marketing & Development
- Transportation Distribution and Logistics Sales and Management
  - Industry innovations / implementations
  - Industrial Engineering / Systemic Planning and Design
- Large Enterprise Contract and Project Management
  - Complex Implementations and Business Intelligence Analysis
  - Fleet and Inventory Integration and Management
  - Business Optimization Process Improvement / Outsourcing
- Change and Project Management
  - Highlights: Project & Change Management
- Budgeting Forecasting Financial Management and Reporting
- Staffing Scheduling Succession Planning and Utilization of Resources
  - Highlights: Employee Engagement & Talent Development
  - Business Partner / Resource Management
  - Established Network of Resources
- Excellent Training Presentation and Facilitation Skills
- Enterprise / Managed Print, IT, and Business Services
  - EPS/MPS Impact Areas
- Entrepreneurial and Philanthropic Ventures
  - Real Estate Trading, Development & Property Management Services
  - Entertainment

## • General Management Business, People, and Processes:

My resume and cover letter showcase results through management of people and processes. Understanding the scope of a business situation and the interests of the people involved are paramount to successful execution. With experience managing cross functional groups up to 300, I know that; respect, challenge, reward, clarity, training and opportunity to develop and advance can influence and create inspiration. They are powerful means to focus and create motivation in people and teams.

My experience and training includes Situational leadership, Conflict resolution, building high performance teams, Workplace and Site Safety, Employee and Labor Relations, Talent Management, Employee Training and Development, and multiple related <a href="Presentation and Facilitation">Presentation and Facilitation</a> training courses (including <a href="Rexi-Media">Rexi-Media</a>) designed to engage and deliver content in a meaningful connecting way.

Character and knowledge is critical to successful leadership. An ongoing focus on continual / lifelong learning is important to me. I regularly stay updated on subject matter expertise via many sources including <u>Gartner</u>, Harvard Business Review and www.Wrike.com, as sources for business media.

Over 10 years managing various operations also result in strong management reporting skills

If there are gaps in information pertinent to your decision to engage me, please feel free to ask!



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# Highlights: People, Resource & Financial Management:

 Led District / Regional Teams up to 15 managers, 300 Staff, 13 Facilities, associated Multi - Modal fleets, Assets & Budgets / P&L's from \$5 to \$12.5MM & Sales Revenues up to \$43MM Annually

#### Highlights: Business & Operations Expertise - Service Orientation:

- Multi-Faceted Analytical Proven to Improve Quality & Performance across Work Groups & Industries
- Integrates Technology, Business & Relationships to Higher Levels in Multiple Disciplines
- Managed Service Level Agreements with Financial Penalties in Multi-Dollar Managed & Business Services Contracts at Xerox
- Comprehensive Career in Sales & Management in Transportation, Logistics, & Distribution Including: Dangerous Goods (TDG & IATA), Air & Ground Sort Operations, 3PL, Inventory Systems, Courier, Air Side, LTL, Full Load, Line-hauls, Warehouse, Administration & Facility
- Process Optimization, Outsourcing & Re-Engineering, Enterprise & Production Print Services, Inventory, Contract, Change, Project & Quality Management
- Exceptional Communicator, Presenter & Facilitator with Years at Corporate / Enterprise Level



### Advanced Sales Operations Tools and Technologies:

**Siebel Target Account Selling and Large Account Management Planning (C2C) systems** act as effective tools for sales and organizational revenue growth / business development, and as productivity planning systems for large / complex client or innovation / change engagements including: Political Mapping, Partner, Competitor and Lines of Business and Support analysis.

A true "student of the game" with many tools and technologies acquired to create business justifications over 14 years in selling, including: Major/National Accounts integration, David Prentice Seminars, SPIN Selling, Major Account strategies, Professional Selling Skills, Ian Selby / Power Marketing and more. I love the strategic aspects,

John Fraser: Business Leader, Consultant, Entrepreneur <u>jjfraser@shaw.ca</u> | <u>ca.linkedin.com/in/jjfraser1</u> and have an extensive back-ground in <u>cultivating new business</u> via account integration from small to large existing accounts, and prospects alike.

Managed sales territories / region with hundreds of contracts, and thousands of Customers and sites billing including multi-million dollar national/major accounts, maintaining relationships with top 50-100 customers as Regional Sales Manager at Purolator, strategically aligning capabilities to market / customer needs

**Example**: Managing operational and technical teams at Xerox, I proposed and brought on \$1 million in new equipment sales annually, and gained invaluable experience through the renewal and implementation of several major / multi-million dollar contracts including DOW CANADA, ATCO GAS, Fort McMurray Catholic and Grande Prairie Public School Boards



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## Highlights: Executive Sales, Sales Operations & Management:

- Grew Sales, Revenues & Margins in Multiple Channels & Verticals, from Retail / Tariff to Multi Million Dollar Clients at Purolator & Xerox
- Accountable for Regional Revenues up to \$43MM annually & \$5MM / contract at Purolator
- Managed P&L for \$15MM+ Portfolio of Business Operations Contracts, Generating \$5MM/Year & Closing
   \$1MM in Equipment Revenue Annually, Attaining Aggressive Margins to Win Presidents Club at Xerox
- Developed Performance Metrics & Balanced Score Card systems implemented nationally at Purolator

## Highlights: Business Integration, Market & Strategy Development:

- Customer Focused, Gains Understanding of Business & Critical Factors for Success, Develops & Aligns Business
  Offerings to Customer Requirements up to Enterprise Levels to Meet Current, Emerging & Future Client &
  Market Needs
- Vertical Market Expertise including: Pharmaceutical, Technology, Distribution, Industrial, Automotive, Oil & Gas, Education, Legal, Real Estate, Retail, Vintage, Art & Music
- Designed & Implemented Business Operations & Customer Solutions based on Market & Client Criteria

## **Xerox Specifics:**

- Full P&L Accountability for \$15 MM Managed Services business portfolio of Enterprise Clients including Equipment, Labor & Cross Functional Resources to help Clients achieve operational excellence via customized solutions encompassing technology & process optimization including HR, AP & AR Areas
- Flagship Large Enterprise Contracts: ATCO Group, Dow Chemical, St Albert & Ft McMurray Catholic boards, Grande Prairie Public & a key strategic Law Firm

#### **Purolator Specifics:**

- Defined & Implemented Policy for Sales & Marketing for \$43m District / Region as Sales Manager
- Personally Managed up to \$12.5 MM annually comprised of flagship accounts in Western Canada for Full Range of Transportation Management Services & Automation: Federated Co-op, TELUS, Michelin, Goodyear, UAP/NAPA, McKesson Pharmaceutical, Edmonton Oilers, Patterson Dental & Potash Corp.



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### • Transportation, Distribution, and Logistics Sales and Management:

From billing and service audits, reporting and automation, to JIT planning / scheduling as solution sales, maximized value, flow, and visibility of information and products is key. I have sold and developed dedicated services and provided/ performance reviews and continual improvement plans via <a href="Lean Six Sigma/ISO 9001"><u>Lean Six Sigma/ISO 9001</u></a>.

Development of multi-modal operations systems and brokerage of shipments / moves based on cost, quality, time frame, geographic, and shipment specifics / criteria (I.e. DG, COS, LTL, TL, Size), Pioneered detailed accessibility to information (I.e. SKU, order, part, or event # identifiers tied to shipping data / unit / container # etc) via technology.

**TDG and IATA** Expert/Trainer including classification, acceptance, handling, packing, labeling, documentation, and response; Sort Methods and Systems Engineering including Distribution and Load Capacity planning and budgeting.

#### Industry innovations / implementations

Nationally Branded Product Launches and systemic redesigns: 9 am, 1030 am, Saturday, **Same-Day, LTL, Line-hauls /TL, cross dock operations**, pre-load implementation, automated cubing and weight auditing technology for revenue capture, track and trace, hand held scanning and ongoing upgrades

Designing and implementing Edmonton and Northern Alberta's portion of Purolator's National dedicated Air Network included all Ground support operations, equipment, and sort systems inclusive of co-load partners, load balancing and H.R functions, 3 new facility implementations (multiple reroutes of the city and rural areas, 1 including creation of additional full operating district), and all the business rationale and justification documentation to validate them

### Industrial Engineering / Systemic Planning and Design

Closed, Retained, and Grew Business working with Transportation, Sort, and Distribution Models up to 25,000 pieces per day and warehouses up to 38,000 SKU's, including 3PL, Pick and Pack wave/zone systems, strategic stocking, storage, customer integrated sorting and staging, temperature controlled, Chain of Custody, restricted, oversized items, Dangerous Goods (TDG and IATA), automating processes and information, and integrating customer reporting

**Results**: Improved productivity, service, reduced handling and damage, and improved physical network utilization (Truck, LTL/TL, Air and Ground Sort Operations and related facilities)

Examples: McKesson Pharm. Northwest Drugs, WDDC, Ford Distribution, John Deere, TELUS, Purolator

Developed sold and implemented Dedicated Fleet applications including infrastructure support, scalability, process improvement and automation, speeding customer fulfillment, turn-around times, improving internal costs and capabilities for Customers and Purolator

Examples: Dynacare Kasper (Now Dynalife) Labs, Patterson and Ash Temple Dental Supply, McKesson Pharmaceutical



# • Large Enterprise Contracts and Project Management:

Negotiating and facilitating Multi-Million Dollar Contracts, experience with <u>PM Methodologies</u>, Charters / Scope of Work Statements, and Project Plans including **Lean Six Sigma** and <u>Siebel tools</u> to drive business and engagement decisions

Numerous customer integrated projects noted above show true business partnerships through creativity, collaboration, influence and pm / business savvy with attention to detail, integration, and expertise. Critical to successes: understanding the environment in scope, deliverables, and how to create a "competitive edge", with strategy and tactical plans as part of decision making and implementation leadership.

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Complex Implementations and Business Intelligence Analysis

Managing Multi-Million dollar service contracts, implementations, and ongoing operations, contract expansions and Service Level Agreements inclusive of guaranteed metrics for service and cost savings, with risk of financial penalties, velocity / utilization / performance reporting and optimization experience in services, multifunction devices (Managed / Enterprise Print), vehicle, package, sort, courier, dock, LTL, and inventory systems (transportation / warehousing / distribution)

#### Fleet and Inventory Integration and Management (Networked Devices / Vehicles)

Develop and monitor metrics and reporting for Courier, LTL, Air Ops, related vehicles, and Dock capacity, process, sort, and route planning, and for multi-function / business devices including printers, copiers, fax, laptops, Smart phones, and their IT integration and security. Providing business and activity intelligence reporting, turning data into insight, defining and implementing actions

Completed business assessments and proposals, closed business and implement services / equipment Managed / oversaw inventory from order to fulfillment, including installation and service / warranty, liaised with analysts from Customer and Xerox to ensure networking/connectivity defined and in place, managed project plans, using Lean Six Sigma / project management tools, including developing scope of work documents, project charters, and ensuring completion, re-assessment, and ongoing continual optimization and improvement.

#### **Business Optimization - Process Improvement / Outsourcing**

Years of experience optimizing processes and determining best practices within Courier / LTL / TL / Sort / Ground / Air Operations coupled with BPI / BPO experience in business services, process mapping and improvement, reengineering to determine new / support existing opportunities, or to add / enhance offerings and align to business infrastructure and client needs, plan future growth, or provide outsource options aligned to success (applicable to organization and customers, can create differentiation).



## Change and Project Management:

**Practicing change and project management** throughout my career before either were standard roles within business meant developing means to define expectations/requirements, determine actions, create accountability and monitor results, the best of which comes from informed and inspired people, and solid processes. I am familiar with change / project management systems, and would be happy to discuss.

Results are critical regardless of methodology determined best for your environment.

- Focus change leadership on completing critical initiatives and consistency to gain the confidence and engagement of stakeholders and employees.
- Develop and maintain a transparent narrative to foster ongoing understanding and dialogue about the change.
- Continuously engage stakeholders throughout the transition period to drive understanding, ownership and adoption of new practices.
- Execute on the change to establish credibility of the team, projects and the outcomes that you, as a leader, and the organization are seeking to achieve

**In 2 decades at Purolator**, I created success in 10 different sales and management roles, learning all facets of this fast, highly competitive, multi-billion dollar Canadian industry, and its vast base of customers. Consistently exceeding expectations, a team player and chameleon capable of filling many positions based on the needs of the organization. My significant projects include a National Dedicated Air Network Launch and Implementation.

At Xerox I hit the ground running, exceeding all expectations, being certified in <u>"Enterprise Print Services"</u> on first attempt a few months into my tenure. Peers long standing in the same position did not. GM and Principles noted "exceptional" first year, "unheard of" for someone from outside industry. Embracing continual learning is a key component.

As a perennial top performer in fluid environments and many roles, constant organizational change, multiple management, executive, work group reorganizations, product and service launches / updates require excellent communication, strategic leadership, and coaching skills in order to successfully manage the business by educating, empowering,& inspiring customers and employees, while ensuring execution is immaculate via many methods including <a href="Lean / Six Sigma, ISO 9001:2000">Lean / Six Sigma, ISO 9001:2000</a>

# **Highlights: Project & Change Management:**

- Decades of designing & Implementing Diverse, Detailed solutions in Owner, Operational & Sales Roles
- Real Estate Residential Development Projects up to \$500,000, New Construction & Renovation

#### Xerox: Technology, Education & Engineering Client Environments:

- Contract & Project Implementations & Renewals related to Business Services, Device Fleets & Production
   Print, Software, Managed/Enterprise Print & Content Management applications
- Networked Fleets up to 500 devices, Production, Fleet & Software Applications
- Oversaw 100 + Optimization Assessments, Proposals, & Resulting Implementations
- Lean Six Sigma Experience (Green Belt Sponsor for Multiple Candidates & Projects)

#### **Purolator: Special Project Roles:**

- ISO: 9000 Certification for District & Air Operations
- Sort & Operational Quality initiative Western Canada
- Special Operations Projects including Emergency Operations & Labor Disruption Management
- Developed & Implemented Dedicated National Air Network & Operations Northern AB
- TDG / IATA Divisional Manager for Operations, Implementations & Compliance Western Canada
- Multiple Customer Integrated Service, Logistics & Distribution Implementations (Sales & Operations)



### • Budgeting, Forecasting, Financial Management and Reporting:

Accountable for full P & L, with monthly, quarterly, and annual forecasts / reviews by channel, source and line item, managed actions to ensure achievement of objectives. I have forecasted and re-engineered operations, sales territories, and market vertical alignments for the region with revenues up to \$43 million annually in Distribution / Logistics / Transportation environments, and provided <u>business cases</u>, <u>justifications and plans for initiatives</u> as well as business units, and utilized business intelligence / reporting to create cost justifications, ROI time frames, and approvals for capital expenditures and systemic operating changes and enhancements.

Comfortable learning and utilizing many proprietary / web - based reporting systems for individual and business unit metrics inclusive of applicable data and controls to manage success. Includes automated "e" reporting systems for Sales and Operations (Purolator proprietary: Sales: SAP, Operational: FMR Xerox: Xpert, Walletshare, WorkNexus, PID/SEG, and Multiple Inventory reporting and control Systems)

# • Staffing, Scheduling, Succession Planning, Utilization of Resources

Managed Teams of Business Services Professionals, Admin Staff, Sales Executives, and Managers, Couriers / LTL up to 150+ Routes, Dock staff up to 70 Persons / Shift, in all aspects including training, and HR functions, performance reviews/progression / developmental plans, experienced in union and non-union work forces, multiple collective agreements and functional departments, dealing with labor relations, including negotiation of contracts, dispute resolution and labor disruption management.

# Highlights: Employee Engagement & Talent Development:

- Engaging & Inspiring Influencer, Proven Leader & Developer of High Performing Teams & Individuals in Sales, Professional & Management roles as well as skilled labor teams & best practices method development
- Builds Diverse High Performing Teams, Contributing to the Development of President's Club Winners & successful / Sr. Managers via Purolator & Xerox

## **Includes Management of:**

- Sales, Operations & Technical Professionals & Performances to Exceed targets at Xerox & Purolator
- Up to 70 direct reports at Purolator in Operations (Courier, Sort, Class 1, Admin, Technical & Leads)
- Up to 20 highly diverse cross functional business / IT professionals & managers at Xerox
- Union & Non Union Labor, Contractors & Agents at multiple locations throughout Northern Alberta at Xerox & Purolator (plus N.W.T. at Purolator)
- Led & Inspired team of Sales Professionals of Up to 11 FTE's including Administration at Purolator
- Manage Multiple Contractor & Labor Relationships in Residential Construction / Renovation Projects

#### **Business Partner / Resource Management**

Beyond Managing Direct Employees, business support can come from Agents, Contractors, Temps, and Industry Competitors. When managing Service Level Agreements and strategic utilization of resources in sales engagement or operational fulfillment of business activities, it can be a powerful area to optimize when combined with years of staffing and dealing with outsources at Purolator and Xerox

#### **Established Network of Resources**

Business Contacts across multiple providers, related services, peripheral organizations and customer base, Purolator, DHL, LOOMIS, Canpar, ATS, Dynamex, Siemens / Kindersley / Tiger and more, direct experience managing sales, courier, LTL and sort operations in Fort McMurray including Suncor and Syncrude sites, Grande Prairie and rural Alberta, and managing related industries with Xerox (ATCO Group including I-Tek, Gas, Corp, Akita Drilling, Canadian Utilities, ES Williams, Westwood, and Many Xerox affiliates)



### Excellent Training, Presentation and Facilitation Skills:

Close, Integrate, and Build Business, Focus Communicate and Educate with compelling and engaging delivery of subject matter, inclusive of multi-media support, custom presentations, developing and delivering seminars, product launches, leading customer, team, and management engagements, illustrating and articulating concepts or specifics for business dynamics and opportunities, I use imagery and commonalities in nature and music / theory to foster interest, hone focus and increase retention.

# **Experience**

- ✓ Corporate/Annual Business Reviews, Seminars, and Meetings
  - ✓ Management and Sales systems,
- ✓ Strategy Development, Marketing, Sales, and Operational Business Plans / Seminars ✓ Industrial Engineering and Work Methods,
  - Dangerous Goods Classification and Transportation,
  - ✓ Music Composition, Theory, Performance, and Improvisation
  - ✓ Presentation and Facilitation Training Seminars (including rexi-media)

## Enterprise / Managed Print, IT, and Business Services:

If you have worked with Xerox, Ricoh, or most of their competition, you know already this is deemed: "The shortest path to a leaner cost structure, enhanced productivity and improved business results" (Gartner's Annual "Magic Quadrant", and IDC "MPS/EPS" analyst reports).

Most Large Companies have or are developing Print Governance Strategies to capitalize.

EPS / MPS models have a similar approach / success to logistics / 3PL Transportation Management services. It is scalable, flexible, with metrics reporting and capable of delivering results in quality, cost and performance.

Having direct experience managing the largest Xerox MPS/EPS Client applications in Western Canada for 3 years creates transferable opportunities and differentiation when setting up a project / new business structures / supports. Inclusive of technology for data imaging, content management, and marketing services as part of business / transaction processes, they are supportive of efficiency and quality as a best practice.

# **EPS/MPS Impact Areas:**

- <u>Security:</u> Enhance information security and enable regulatory compliance to protect your most valuable information and avoid the costs of penalties and lost intellectual property
- Sustainability: Address environmental sustainability by finding / tailoring innovative ways to eliminate unnecessary printing and reducing your carbon footprint, power usage and waste
- Productivity: Improve productivity by providing continuous monitoring and proactive support for the
  office print environment and document production with well-defined service level agreements
- Reduce Costs: Tools, methodologies and experience can reduce total cost of ownership up to 30% or more with complete control over print infrastructure, and full transparency of all internal and external print-related spend
- <u>Competitive differentiation:</u> "Enterprise Print Services provides a platform for business process innovation, enabling new and better ways to improve your document-related processes and applications. In many cases, it can become a competitive advantage" (Gartner)



### Entrepreneurial and Philanthropic Ventures

Several Years of experience capitalizing on acquired skills in the development of personal ventures, "Just Us" represents the culmination of Education, Career, and Passion. Ventures are rooted in helping others via what my Partner and I enjoy and excel at; multiple interests spanning from the creative to the support of people and their needs, wants, enjoyment and entertainment.

### **Highlights:** Entrepreneurism:

- Define & Operate multiple "scalable" ventures inclusive of capital & services
- Real Estate, Revenue, Investment Property Development Management & Consulting
- Design / Developed new home / renovations up to \$500,000/project, inspections, consulting, resale
- Includes: Transportation, Distribution, Logistics, Retail / Vintage, Health / Care / Charity, Art & Music
- Related expertise: tax, estate, business planning, implementation, Financing & tracking / models
- Organized, Hosted & Performed at charity events raising money for Charities including Alberta Cross Cancer Institute & Nellie's Project

#### Real Estate Trading, Development & Property Management Services

Currently scheduling my real estate license midterm, I am committed to my ongoing development in all aspects of the industry. Having assessed in excess of 100 Single Family homes & acting as a General Contractor overseeing / executing renovations spanning over \$500,000 in a portfolio valued in excess \$1.7M in properties, I am well versed with many aspects of construction & property management:

Construction Codes for New Home & Secondary suites, Restorations (Insurance & Private) including Mold Remediation, Sewer Backups, flooding & plumbing, Ice Damning (practical & theoretical including related insulation, vapor barriers/building "envelope"), Flat and various pitches of roofing, budgeting projects with cost benefit analysis for flat vs low slop vs peak including Hi-pitch applications, Internal finishing, foundation assessment repairs, concrete cutting & demolition. Landscaping /grading including sod, decks, fences, brick walks, patio stones, mud-jacking, eaves trough, drainage systems, & complete home renovations including kitchen design, Home Inspections (all systems), Property Valuation including both realtor & accredited appraisal methodologies, Real Estate trading negotiations as purchaser/seller & facilitating transactions.

I understand the elements, activities & cost—benefits associated with the vast majority of real estate projects, apply systems developed in my corporate experience & have decades of coaching, plan development & execution under my belt. I am very well versed with MS Office & learn proprietary business applications well.

I have managed many business relationships & projects involving independent contractors as well as union / non-union labor. With vast experience managing business units at all levels of organizations, both internally & externally, I have developed excellent skills in managing & communicating with people of all types; from Front Line to Retail to C Suite.

While most of my construction experience is managing IC's & acting as Gen Contractor / Project manager, I have personally framed, dry-walled, insulated, painted, done remediation/demolition & landscaping (including trenching window wells, grading, sod/seeding, operation of bobcat / shovel / hydraulic). I have experience floor planning full homes & an understanding of plumbing & electrical codes.

I am a quick learner, detail oriented & analytical with years of experience developing high performing teams & reporting systems to maximize results (human & fiscal) & have a strong understanding of costs & values of various work types & have defined / answered many RFI & RFQ's in corporate & entrepreneurial roles.



## **Entertainment and Promotion – Music Industry**

I have maintained employment locally in an environment where my skills as a professional musician, manager/coach/trainer/presenter/promoter have been utilized. Studio / live projects, teaching, mentoring opportunities, performing live, promoting events / groups, developing & recording originals are all in scope. I will also consider consulting, promotional / sales & management related roles.

## **Experience:**

Experienced Promoter & Player with 30 years live & studio experience in Rock, blues, trio, jazz & big band

- including theater musician & percussionist
- Decades Playing & Managing Top "A" circuit bands including Winterkill, Locomotion, Fist, Ally, Zion's Abyss, Loose Talk, Vacation on Mars, Basler, The Dan DeSantas Band.
- Educated/trained in theory, composition, & performance at Grant Mac Ewan (GMU).
- Over 40 original / instrumental concepts recorded & ready for collaboration
- Major Genres: Metal, Rock, Pop/Top 40, Jazz, Blues, Big Band, Country & various Fusions.
- Bassist for guest spots opening for/playing with the Tommy Banks Orchestra (& on His Radio Show while at GMCC / GMU for music program in the 80's).
- Leader/Bassist for "A" Original & Cover Band Winterkill (1986-1994), high Calibre Heavy Metal Act
  - Opening Act spots for Nazareth & Blue Oyster Cult.
  - Full Original Album & set performed live in "A" Rooms across Western Canada as showcase / Headliner.
- Years Touring & Recording with Blues Band Locomotion, a regular in rotation at "Blues on Whyte" (Commercial Hotel) with full night of Rock & Country sets used when touring.
- Tribute work includes: Rush, Ozzy Osborne, Black Sabbath, Judas Priest, Metallica, Iron Maiden, Rush, BB King & The Doors.
- Experienced playing in venues up to 5000 seats (originals & covers).
- Functioning Guitarist, Percussionist, Drummer, Keyboard & Backing Vocalist
- Maintained professional management career in parallel for over 30 years.
- A stable secure person who loves music & continually developing as a musician!

Set lists available: Approximately 500 documented rock/blues/country/standards/jazz songs available for review & can have any 50 ready within days to play live, hundreds more, including many Rock, Blues & Country classics undocumented!

Have Real Book, will travel J

http://www.reverbnation.com/johnfraser

