

Ed Strapagiel

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Background:

My expertise is in applied marketing, business development and strategic planning, and the main areas I have worked in are retail and newspaper publishing. I have a diverse professional background that ranges from engineering to advertising, and I'm particularly capable at taking on new and complex situations. I have been a speaker at industry conferences and have been cited in the media on market trends and developments on many occasions. Here are my [Google](#) citations.

2012 - Present: Freelance Consultant

I am now available for freelance consulting, special projects and temporary assignments that require senior expertise and fact-based decision making in retail, advertising, publishing, and related industries.

1985 - 2012: Executive Vice President, KubasPrimedia / Kubas Consultants

KubasPrimedia (formerly Kubas Consultants) is a respected marketing consulting firm primarily serving the retailing and newspaper publishing sectors in Canada, the U.S., and internationally. My role included both management duties and direct consulting responsibilities. I worked closely with clients on business development and performance improvement issues in areas such as sales and marketing programs, advertising and promotion, market research, competitive intelligence, and corporate strategy, in both consumer and business-to-business environments.

- Retail: I have conducted or led assignments in market and competitive analysis, consumer research, in-store merchandising, advertising effectiveness, e-commerce, loyalty programs, store and corporate performance analysis and tracking, and business unit assessment. I also created and directed *Major Market Retail Report*, a competitive analysis of Canadian retailers and retail markets, and authored the firm's quarterly *Retail Sales Outlook* reports for the U.S. and Canada.
- Related Industries: I've worked with the shopping centre industry on redeveloping and remarketing specific properties as well as on long-term portfolio management issues. I have also worked with a range of other B2B vendors and suppliers, such as product manufacturers on distribution channel management, advertising media on service packaging and pricing, and financial institutions on new services and credit evaluation issues.
- Newspapers and Media: I have been involved with Canadian and U.S. daily newspapers and publishing groups on audience measurement studies, business development initiatives, pricing structures, automated costing programs, and related sales and marketing activities. This has involved working with executive management on strategic questions through to conducting training sessions with sales managers and account representatives.
- Internet and E-Commerce: I have been involved with a number of e-commerce assessments, including economic impact, competitive positioning, and performance tracking. I have also evaluated new Internet products in areas such as smart cards, loyalty marketing, and payment security.

My managerial role at the firm included sales and marketing of the firm's services, on-going client relations, and staff hiring and supervision.

1983 - 1985: Principal, Strategic Development Services Ltd., and Vice President, Emily Leger Advertising Ltd.

I was a founding Director and Principal of Strategic Development Services Limited, a research and consulting firm based in Western Canada. Services provided by the company included consumer research, market analysis, target marketing, financial analysis, strategic planning and consulting. The firm performed studies for both large and small private sector enterprises as well as for government and its agencies, in areas such as automobiles, communications, financial services, housing, resort development, retailing, and social policy.

During the same period, I was a Director and Vice President of Emily Leger Advertising, a specialist media buying agency. My role was to provide marketing and business development expertise to help design effective advertising and promotion programs for the agency's accounts, which included regional retailers, an oil company, an automobile dealership, and regional shopping malls.

1979 - 1983: Director, Market Research and Planning, Nu-West Development Corporation

In this new position, I was responsible for developing and implementing market analysis and planning activities for what was then one of Canada's largest real estate companies. My responsibilities included market research, supply and demand forecasting, competitive intelligence, and monitoring company performance. The group I led did feasibility studies and helped plan marketing programs for specific real estate projects. I also worked with the advertising department on marketing campaigns, and with the operating divisions on product planning and sales management issues. At the corporate level, I oversaw similar initiatives in subsidiary operations, was involved with various company-wide promotions and new business initiatives, and wrote an internal monthly newsletter on market conditions and industry trends.

1978 - 1979: Consultant, Woods Gordon & Co.

I completed M.B.A. studies in 1978 and took a position as an analyst in the Marketing and Economics Group at this management consulting firm, now Ernst & Young. My role involved a range of real estate related assignments, including investment analysis, market evaluation studies, urban renewal projects, and a corporate acquisition search and assessment for a Canadian pension fund.

1973 - 1978: Analyst, Hanscomb Roy Associates

I was involved with economic analysis and systems development activities for this construction project management and quantity surveying firm. My duties involved cost/benefit analysis, financial modeling, building economics, and automated management information and budget control systems, primarily for large capital projects. My efforts helped establish a new subsidiary company, Construction Data Systems Ltd., which marketed information and software across Canada.

Other: Business Partner, MoonFlower Florist

Over 2006 to 2010, I was involved with a small retail business, MoonFlower Florist. I was instrumental in designing and launching the shop's e-commerce website and directly managed online marketing and advertising programs.

Education:

- M.B.A., University of Toronto;
- B.Eng., McGill University.