

# MARK PARKER

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## COMPETITIVE, VISIONARY AND EVOLVING GLOBAL EXPERIENCE

An accomplished **strategic marketing** and **business development** professional who has successfully applied a diversity of well honed skills, talents and experiences to accomplish practical and value enhancing results across the globe. Expanding upon a solid advanced analytical perspective and broad approach in understanding critical industry issues, this unique individual has established international success and reputation. Strong communication skills and the ability to present ideas clearly, cohesively and tactfully have influenced senior business leaders in the strategic direction of their companies, and have further been applied within post-secondary teaching roles.

### Expertise

- ✓ Negotiation and Influencing Skills
- ✓ Team Management
- ✓ Contract Development
- ✓ Marketing Communications
- ✓ Public Presentations
- ✓ Educating and mentoring
- ✓ New Business Development
- ✓ Product Positioning
- ✓ Market Segmentation
- ✓ Advanced Statistical and Econometric Modeling
- ✓ Financial Modeling and Valuation
- ✓ Competitor Benchmarking

### Key Accomplishments

*Successful negotiation through collaborative efforts and effective process management, while tactfully balancing competitive bids*

*Illustrates value of industry and technical knowledge through a strategic marketing background, and ability to interact among cultures*

*Ability to quickly adapt skills and experience to corporate development in any industry*

*Proven ability to influence senior managers and effectively act upon advice through implementing practical commercial initiatives*

*Ability to expand analytical background into more broad strategic business services*

*Proven extension of advanced analytical skills through information coordination and development of visionary thinking*

*Ability to develop a competitive product positioned in the global market, based on true understanding of industry needs*

Divested North American and Chinese corporate assets for Sherritt International as part of a restructuring initiative - generated net revenues of \$10m. Coordinated team effort to explore operating improvements and environmental liabilities prior to disposal

Implemented innovative product marketing opportunity for largest Chinese stainless steel trading firm Rising Steel - initiated a trial campaign, and coordinated supply negotiations with overseas steel producers. Result - increased client's trading volumes by 60%, or \$75-100m per annum, and product today represents 1/3<sup>rd</sup> of the Chinese stainless steel market

Identified synergies and prepared business plan and restructuring proposal for the acquisition of a technology research firm. Negotiated the terms of the acquisition - profit potential of \$10-20m over 5-10 year time frame

Through collaboration with experts, influenced the principals of the proposed US based Niagara Stainless steel project on operating and product strategies, and identified and secured export off-take agreements, valued in excess of \$100m, for debt financing purposes

Successfully secured single client strategic management consulting services for Brook Hunt – individual projects valued at \$175k

Initiated detailed market segmentation and product positioning analytical framework for Inco Limited - successfully influenced senior management thinking on future growth strategies and value enhancing propositions for customers

Implemented a stainless steel consulting program for CRU International through the development of a major multi-client study - revenues today are \$1m per annum and has increased CRU's profile in the steel and alloys industry

## Career Experience

- Niagara University, Lewiston, USA** **Jan 2012 - Present**  
**Adjunct Professor – College of Business Administration**  
 An advanced teaching role at the MBA level. Course teaching includes strategic marketing, global marketing, and advanced quantitative and statistical methods. Role has included supervisory responsibility for masters level theses in the field of marketing.
- Niagara College, Niagara on the Lake, Canada** **Jan 2009 -Present**  
**Professor – International Business(Degree and Diploma Programs)**  
 A comprehensive teaching role in international business, focused on international marketing, market research, macro/micro and international economics, applied business research, and global project development.
- Metal Strategies Inc., West Chester, USA** **2004-Present**  
**Principal Partner**  
 Concurrent with the present teaching position. A senior team member responsible for procuring and coordinating management consulting services to senior steel and mining executives, particularly on business growth strategies, corporate restructuring initiatives, and market feasibility studies. Also acts as spokesperson at key industry conferences.
- Sherritt International Corporation, Toronto, Canada** **2006-2008**  
**Manager – Finance and Business Evaluation**  
 A cross functional role mandated to identify and evaluate new international business opportunities, conduct pro-forma financial modeling, and pursue acquisition and divestiture transactions aligned with the corporate vision.
- Brook Hunt and Associates Ltd, London, United Kingdom** **2001-2003**  
**Principal**  
 Mandated to improve consulting services for nickel, stainless steel and economics in a renowned mining and metals consulting group, and to expand into and manage value added strategic consulting services.
- Inco Limited, Toronto, Canada** **1996-2001**  
**Director, Global Market Research**  
 A high profile role overseeing a global team of marketing managers to provide critical analysis and market intelligence for market planning and corporate development initiatives for senior management. Acted as the lead marketing representative in coordinating cross-functional teams and communicating marketing developments to key external stakeholders.
- Lukens Stainless, Coatesville, USA** **1995-1996**  
**Manager, Strategic Marketing**  
 A personal advisor to the Senior VP, Marketing, responsible for initiating and evaluating new product and marketing initiatives in conjunction with sales and marketing managers. Hired to utilize extensive international experience and insight to benchmark marketing initiatives and operating practices with global competitors.
- CRU International, London, United Kingdom** **1993-1995**  
**Senior Consultant, Special Steels and Alloys**  
 Lead developer of new global stainless steel market consulting services and contributor to existing services in nickel and alloys. Responsible for mentoring junior staff and acted as a representative through presentations at industry forums.
- Samancor Limited, Johannesburg, South Africa** **1991-1993**  
**Market Analyst**  
 Contracted to implement econometric modeling systems for forecasting of stainless steel, and subsequently retained to coordinate market research for feasibility analysis of proposed Columbus Stainless project.
- Consumers Gas Limited, Toronto, Canada** **1988-1991**  
**Economic Researcher**  
 Conducted research and forecasts of the macro-economy, and developed new econometric and demographic models to analyze regional markets. Also, responsible for working capital and cost allocation analysis for customer rates design.
- Coopers and Lybrand Consulting Group, Toronto, Canada** **1987-1988**  
**Junior Consultant**  
 Participant in local market studies to assess retail development opportunities.

## Other Relevant Experience

Recent publication of global marketing case studies in a marketing case textbook

Case study on Sherritt International intended to be submitted for publication in conjunction with the Brock University Faculty of Business

Development of Co-Integration Model to Forecast Exchange Rates published in the Journal of Business Economic Forecasting

Contributor of articles to various mining and metal journals and forums

Author of industry recognized World Stainless Steel Statistics review, published by Inco Limited

## Education

**Master of Business Administration (Marketing)**, Brock University, St. Catharines, Canada, 2008

Recipient of the Dean of Graduate Studies Scholarship Award

Nominated for the 2008/09 MBA Award of Excellence

Inducted into Beta Gamma Sigma Society

Engaged in seminar teaching for first year undergraduate students during studies in 2007 and 2008

**B.E.S. – Urban and Regional Planning**, University of Waterloo, Waterloo, Canada, 1987

**Certificate Program in Stainless Steel Metallurgy**, South African Stainless Steel Development Association, Johannesburg, South Africa, 1993

**AACSB Bridge Program for Professional Qualification**, Marshall School of Business, University of Southern California, Los Angeles, USA, 2013