

# Jean-Guy M. Francoeur

1568 Merivale Rd. Suite 450  
Ottawa, ON K2G 5Y7 Canada  
[jfrancoeur@FCACapital.com](mailto:jfrancoeur@FCACapital.com)

(Direct) 613-884-8932  
(Fax) 613-686-6567  
BLOG : <http://www.JGFmarketing.com>  
Twitter : <http://www.twitter.com/JGFmarketing>

## *Career Objective*

---

### **Sub-Contractor – Marketing, Business Transformation, Strategic Planning, Project Management**

#### *Summary*

---

Highly respected professional with a wide range of planning and implementation experience that generate results. A natural leader, creative problem solver with a reputation for delivering results. Jean-Guy is intense, passionate, persuasive, driven to succeed and thrives under pressure.

#### Key Strengths:

Commitment to completion	Innovation and creativity
Decision making, risk taking and leadership	Oral and written communication
Team/project management	Sales & marketing

## *Professional Experience*

---

### **Booming Practice (2009)**

#### **Founder, Author & Project Manager**

#### Key Achievements

- Co-authored two books and two training programs; *Business Blueprint & Advanced Marketing Tool-kit*
- Responsible for leading the strategic planning sessions to create an operational plan which launched an entire business in under three months.
- Responsible for developing and executing the marketing plan, sales strategy and market penetration strategy.
- Responsible for developing joint-venture partners
- Responsible for recruiting, developing, training and managing the sales team
- Personally coached and mentored clients
- Reference: [www.TheBoomBlog.com](http://www.TheBoomBlog.com), [www.BoomingPractice.com](http://www.BoomingPractice.com)

### **Premyth Systems Inc. (February 2009 – June 2009)**

#### **Founder, Publisher & Project Manager**

#### Key Achievements

- Responsible for developing the business model of using Authorship as a platform for business development.
- Developed a recruiting and sales strategy to sell categories of authorship for \$2100 each.
- Developed a sales team in Winnipeg and Ottawa to recruit health professionals
- Responsible for developing all collateral, branding, marketing, web development, system development, etc.
- Managed the editor and the writing system. Organized and coordinated all the health professionals to use the writing the system which we then organized into a book
- Recruited and negotiated the endorsement of Dr. Blaise Ryan for the cover of the book
- Reference: [www.PremythInstitute.com](http://www.PremythInstitute.com)

# Jean-Guy M. Francoeur

## **Corporate Massage Therapy (2005-present)**

### **Founder, Advisor & Chairman**

#### Key Achievements

- Under my tenure, the company has matured from a one-person operation to over ten including the support network
- Corporate Massage Therapy's annual sales have grown ten (10) fold from 2005 (\$25,000) to 2008 (\$250,000+)
- Responsible for sales, communications, marketing, communications, strategic management of Corporate Massage Therapy.
- Developed all marketing communications including website (<http://www.CorporateMassageTherapy.ca>), blog ([www.corporatemassagetherapy.com](http://www.corporatemassagetherapy.com)) flyers, sales letters, introduction letters, follow up letters, community outreach initiatives, etc.
- Developed a client base of **3000+ clients** in under 3 years. When compared to my peers, a 3000+ client base can take 15 years or more
- Successfully orchestrated, lead, negotiated and managed a two year expansion to grow a network of four (4) locations in the Greater Ottawa Area.

## **Paznor Group Inc. (2006 – present)**

### **Founder, Project Manager & Chairman**

#### Key Achievements

- Responsible for developing an innovative business model unmatched in the industry
- Responsible for developing and executing the sales and marketing strategy
- Lead a test market sales campaign to prove business model's feasibility
- Developed all marketing communications, collateral, sales copy, including website ([www.Paznor1st.com](http://www.Paznor1st.com) [www.OttawaHealth.ca](http://www.OttawaHealth.ca)) flyers, sales letters, and introduction letters, product catalogues, etc.
- Developed and expanded the business model to be a Franchisor.
- Successfully developed a franchisee recruitment strategy and successfully recruited a franchisee.
- Planned, Developed and successfully implement an entire logistic management system built from the ground up

## **Clean Concepts (2006-2007)**

### **Founder & Managing Partner**

#### Key Achievements

- Responsible for business planning, raising funds, human resources, sales, marketing, and operations management
- Developed all marketing communications including website, direct mail flyers, kit folders, template emails and letters, sales campaigns, etc.
- The first six months was responsible for human resources, staff management and on-site management. Recruited, trained and managed a team of 6.
- The following six months, was responsible for sales, marketing, client satisfaction, the company's growth and the successful divestment of the business
- Developed an effective and efficient system of operations and a great team of Cleaning Technicians managed by an Operations Manager.
- Within 12 months, successfully grew the company from \$0 to \$120,000 annualized sales with a 18-20% net profit margin and sold the company for approximately 12 times initial investment

# Jean-Guy M. Francoeur

## **FCA Capital Consulting (2005-2006)**

### Projects Managed

#### **Client: University of Ottawa, Career Centre** (Information Officer and Project Manager)

- Lead the creative marketing sessions which lead to the inception of a full flash video production to attract new prospects. Coordinate and managed the entire project.
- Managed website content and marketing communications for the School of Management's Career Centre
- Coordinated and managed the creation of a 13,000 word Website Project in a short 4-month period. Coordinated and managed 14 people in 3 departments to ensure timely completion of the Website Project
- Designed and created many communication documents to enhance the effectiveness of the Career Centre's marketing message to students. I.e. Convention posters, FAQ documents, service documents, Email blasts, etc.
- Successfully increased attendance to workshop, seminars and conventions

#### **Client: Clarica/Sunlife Financial** (Consultant)

Consulted for a Financial Advisor to develop a unique position in the marketplace of the financial services business. Work included identifying current position in the marketplace, target audience for the future and marketing plan to expand the practice

#### **Client: Kiné Concept Institute** (Course Founder and Teacher)

- Teacher of 27 students the process of starting, operating and managing an effective and efficient operation of Massage Therapy
- Developed and taught a full curriculum with seven main sections including business, economics, finances, marketing, sales, communications, operations and leadership

#### **Client: Rio Tinto Minerals Canadian Talc Operations** (Consultant)

Lead the design, management and printing of internal marketing documents.

#### **Client: APEX Personal Training** (Consultant)

As a Business Advisor to the owners, I helped them understand their optimal business model, target audience and helped the owners create a business plan

## **University of Ottawa (2005)**

### **Teaching Assistant – ADM 2381**

- Taught over 30 students the “art” of business presentations and business report writing
- Managed two classrooms containing 18 students each. Duties included managing and conducting one 3 hour class per week, marking over 90 pages of report writing per week, marking 18 presentations per week and meeting students for personal tutoring and mentoring

## **Canadian Tire (2004)**

### **Project Manager**

Duties included various projects to complete a dealer retirement change over project worth nearly **\$20,000,000**.

- Coordinated a team ranging from 2-8 people
- Managed and organized a **clearance sale to sell \$110,000** of discontinued merchandise, saving the owner thousands of dollars
- Coordinated and performed an official corporate count of all retail fixtures in a **30,000 square foot** building
- Coordinated a Christmas count project saving the owner **\$500,000**

### **Sports and Seasonal Manager, Garden Centre Manager, Auto Parts Manager:**

Managed the largest department: **\$6,000,000**

# Jean-Guy M. Francoeur

- Managed a team of **13 staff members**
- Made marketing decisions in regards to product displays to meet consumers' needs
- Created and managed weekly schedules that met budget constraints

## **Sault College of Applied Arts and Technology (2002-2004)**

Peer Tutor

## **Canadian Tire (2001-2004)**

Automotive Parts Specialist

### *Special Accomplishments*

---

- Received **special recognition** (1 out of 2000) at Sault College graduation for outstanding leadership and contribution to the Business program and the community (Leadership)
- Recipient of the second **Chancellor's Scholarship**
- Recipient of the University of Ottawa **entrance scholarship**
- Recipient of the Joseph Kuchma Memorial ALS Scholarship, Community Credit Union Scholarship, two Sault College Bursaries and a Theriault high school Bursary

### *Education*

---

- **University of Ottawa, Bachelor of Commerce**

Completed all business requirements including sales, marketing, corporate finance, operations management, international business, accounting, human resources management, business presentations, etc. Departed early to launch Corporate Massage Therapy and require "electives" to complete the program.

- **Diploma Business Entrepreneurship**

Cumulative Grade Point Average: 3.96 of 4.0 (99%)

Sault College of Applied Arts and Technology (2002-2004)

Expertise: Selling, Marketing, Management and International Business, Accounting and Finance, Human Resources Management, Economics and Business Communication

- **High School Diploma - Honour role**

Theriault High School, Timmins, ON (1998-2002)

### *Charitable & Leadership Initiatives*

---

#### **Canadian Liver Foundation**

2008 Corporate Massage Therapy Ottawa, ON

Donated over \$20,000 worth of services to Canadian Liver Foundation. Since then, we have formed a closer relationship and are now looking to scientifically prove that Massage Therapy can help Liver Disease. We are working with several Liver Disease patients and world-renown Doctors to help patients.

#### **Business Community of Greater Ottawa Area**

2008 Corporate Massage Therapy Ottawa, ON

Publicly announced a goal to donate \$250,000 of services to the business community of Ottawa in order to promote the positive effective or workplace health and wellness. To date, we have successfully donated approximately \$200,000 of such services.

# Jean-Guy M. Francoeur

---

## **Camp Quality**

2005-2008 Corporate Massage Therapy Ottawa, ON

Continuously working with Camp Quality to help kids with cancer. In the past, we have taken kids to Ottawa Senator hockey games, Nelly Furtado concerts and many other activities to help support kids with cancer.

## **Business Council President, Academic Appeal Committee and Business Program Academic Advisory Committee**

2002-2004 Sault College Sault Ste. Marie, ON

## *Languages*

---

Fluently write and speak French and English. Aspirations to learn Spanish and other languages.

## *References*

---

**Bruce Firestone:** Founder, Ottawa Senators; Entrepreneur-in-Residence, Telfer School of Management, University of Ottawa; Real Estate Broker and Mortgage Broker, Partners Advantage GMAC Real Estate, Brokerage; Executive Director, Explorim.org.

Tel.: (613) 836-3378 x 250 Fax: (613) 836-3364

Email: [bfirestone@partnersadvantage.ca](mailto:bfirestone@partnersadvantage.ca)

Internet: [www.OttawaRealEstateNews.com](http://www.OttawaRealEstateNews.com) – [www.PartnersAdvantage.ca](http://www.PartnersAdvantage.ca) – [www.Explorim.org](http://www.Explorim.org)

Blog: <http://www.eqjournalblog.com/>

Twitter: <http://twitter.com/ProfBruce>

**Dr. Blaise Ryan:** Published writer and author. Contributions include: 1,2,3 ADD free, 2009 ADD-ADHD Drug Hotlist, 5 Secrets To Boost Brain Power, and Answers You're Aching To Know. A Marketing Consultant, Speaker, Writer and Entrepreneur, Dr. Ryan's business acumen lead him to overseeing 9 start-ups since 2006. Dr. Ryan is currently sought after as an expert on marketing trends in the health and wellness industry. He continues his medical work as the Chief Medical Director with Child Brain Health Research Center.

Tel.: +1 (941) 704-9743

Email: [blaiseryan17@gmail.com](mailto:blaiseryan17@gmail.com)

Twitter: <http://twitter.com/blaiseryan>

For testimonials and video testimonials, visit <http://jgfmarketing.com/testimonials-and-references/>