

**Scott C. Sancton, M.B.A., B.A.**  
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**Introduction**

A Professional and confident communicator with the ability to connect with, influence and inspire colleagues, associates and clients. Proficient multi-tasker with experience in broad elements of business with proven success as a leader, team player and independent worker.

**Business Experience**

**2009-2011 in my own business**

- Operations Management: Contracted by Pro-Art Dental Laboratory Ltd. to act as Operations Manager, Overseeing 70 employees and \$8mm in revenues. Responsible for Production, Human Resources, Sales and Marketing, Accounting and Change Management process.
- Business Management Services: Ongoing contract with Spetha Inc. which represents Professional Speakers and Coaches to provide logistical coordination, development, sales, marketing plan development and execution of online strategy including website design and development, Social Marketing and e-commerce
- Web Design and Development: Project Coordinator and website developer for EnHANCE Ontario, a multi-partner project focused on inter-organizational partnerships within the health care industry. Goal of project was to enhance interaction and sustainability through the website
- Process analysis and documentation: Researched, compiled, documented and edited official technical manuals for various individual sports and National Games Organizing Committee for Special Olympics Canada

**2006-2007 As Exhibiting Consultant for Skyline BC Ltd.**

- Consultative Sales and Project Management
- Worked with business consumers to plan, design and manufacture high end trade show exhibits

**2001-2006 As National Sales Manager for Sights and Sounds Productions Ltd.**

- Lead Customer Service Representative; key account sales- nationally across Canada
- Managed six full time and 30 part time employees nationally
- Responsibilities included: Marketing strategy, franchising, daily operations and related HR, financial management and budgeting
- Established, rebranded and managed regional sales & operations in Vancouver, BC
- Managing Editor and contributing author of Canadian Spirit Magazine (2001)
- Accomplishments:
  - Increased sales 14% between 2003-2004 and 2004-2005
  - Contributed to bottom line growth through change management

## Analytical and Technical Skills

- Market Growth Analysis: On site analysis in New Delhi and Mumbai, India on behalf of Canadian portable emergency radio technology supplier Daniels Electronics to evaluate market accessibility and entrance barriers
- Business Analysis, Viability, Succession Planning: For a small family business within a franchised environment I conducted a review of company sustainability while taking into account legislative changes affecting their marketplace; provided analysis and advice on alternatives for succession
- Computer Literacy: Comfortable on both PC and Mac operating systems as well as fully skilled in application of all Microsoft Office tools (Word, PowerPoint, Excel, Outlook, Access, Publisher) and Filemaker Database Development
- Web Design and Development including: HTML, PHP, CSS, MySQL, Javascript, Flash, WordPress CMS, Thesis for WordPress, Dreamweaver CS4

## Education

### **Master of Business Administration -Service Management**

**2007-2009**

University of Victoria  
Victoria, BC

- Awarded "MBA Cohort 2009 Community Service Award" as selected by colleagues.

### **Bachelor of Arts- Political Science**

**1997-2001**

Dalhousie University  
Halifax, NS

- Varsity Swim Team Athlete (1997-2000)
- Men's and Women's Swimming Team Manager (2001)

## Community Service

### Canadian Cancer Society Daffodil Days- Hub Supervisor and Hub Captain

Organizing committee member and Distribution Hub Supervisor (2011) responsible for organizing Volunteers to run hubs across Toronto during 4 day campaign. Acted as a Volunteer Hub Captain over 5 days for Western Toronto, 2010.

### Run for the Cure Team Organizer

Co-ordinator for annual Run for the Cure campaign, raising more than \$10,000 over five years

### Bayview Symphony Splash

2008 Vendor Co-ordinator for annual event held in downtown Victoria, BC. Volunteer position

### Swim Coach

Coach for three independent Swim and Triathlon Clubs in the Vancouver area 2005-2007

## Interests

Running, Swimming, Hiking, Surfing, Snowshoeing, Wine Making, Live Sports and Music, Traveling

**References gladly available on request**