



# GERRY T. KIERANS

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## PROFILE, ASPIRATIONS and STRENGTHS

Above all else, I aspire to continue with assisting companies and individual professionals to achieve greater self-confidence so they may realise long-term corporate and career growth. My strengths and experiences are evaluating Corporate Communication strategies, and Academic Curriculum, and then establishing effective training programmes that are essential to successfully implement and monitor these new communication strategies. In addition to a post-graduate degree in Curriculum Planning, I have “hands-on” international business experience as an entrepreneur, C.E.O. intercultural management trainer and lecturer. I am an enthusiastic and energetic leader-teacher who will support others in achieving personal and team goals. In summary, throughout my diversified career, I have been, first and foremost, an inspirational communicator. My Canadian and EU citizenship affords me the opportunity to pursue my goals in Europe, North America and abroad.

## SUMMARY OF EXPERIENCE

### Corporate Communications / Entrepreneur / Business School Lecturer / Keynote Speaker

- Currently Six Years **Corporate Communications, Lecturer and Keynote Speaker, Germany**
- Founded MGT OPEN ([www.mgtopen.com](http://www.mgtopen.com)) in 2003, a consultancy specialising in training leading EU managers and companies with their communication strategies.
  - Implemented numerous Business English and Communication strategies for leading pan-European and global companies headquartered in Germany
  - Consulted for the Faculty at Kassel Management School regarding communications.
  - Lectured at International School of Management and International Business School for Corporate Ethics, Team-Building, Intercultural Management and Advanced English Language Communication Skills.
  - Addressed global conferences as a Keynote Speaker (i.e., Dubai, Beijing, Croatia)
- One Year **Business Development Consultant, Vancouver and Germany**
- Developed a global marketing strategy for a leading B.C. Boutique Winery/Hotel.
  - Conceived a business plan in its entirety from corporate name and logo, store design, web design, market positioning and financial forecasts for a start-up German cosmetic enterprise.
- Two Years **Wineshares International Ltd., V.P. and Marketing/Director, Vancouver, B.C.**
- Designed and implemented a business plan, corporate name, logo, and web design for a Canadian venture for international vineyard acquisitions.
  - Implemented strategy for private placement fund raising and a NASDAQ listing.
  - Negotiated an initial sales agreement for a vineyard in France.

Five Years **Virgin Textiles, Owner/Manager, British Virgin Islands**

- Spearheaded, as CEO, all corporate endeavours including financial accountability, employee recruitment, training and motivation.
- Directed all marketing strategies focused on the development and expansion of this manufacturing, apparel screen-printing, embroidery, and graphic design company.
- Conceived and developed a Territory-wide "BUY BVI" campaign for the Business & Tourism community and the Territory Government.

Ten Years **Fogg n' Suds Restaurants, Co-founder President and CEO, Vancouver, B.C.**

- Co-Founded and served as President for a multi-unit restaurant chain.
- Guided the growth of the company from a single unit to six locations in six years with annual revenues in excess of \$ (CDN) 10 million.
- Focused leadership efforts on communicating the image of the company to over 200 employees, media, investor partners and, most importantly, our customers.
- Created in-house advertising agency for all marketing needs.
- Lectured on *Entrepreneurship* for the B.C. Development Corp.
- Developed Entrepreneurship pilot courses for the B.C. Government.

### **Employment**

Five Years **High School Teacher, Terry Fox Secondary, Coquitlam, B.C.**

- Fulfilled responsibilities as Department Head and Teacher of Grade 11 and 12 History, Social Studies, Psychology and Law. Outdoor survival skills, football, volleyball and Debating Club coach. Coordinated Student Council Activities.
- Designed district-wide curriculum focused on using "visuals" to enhance learning

Five Years **Statistics Canada, Project Manager, Vancouver, B.C.**

- Managed Business Development Assessments and Census Statistics.
- Trained over 200 employees in B.C.

### **EDUCATION**

Post-Grad: Professional Teachers Certification, University of B.C., (1980), Vancouver, B.C.

Under-Grad: Bachelor of Arts, Honours, Urban Studies, Concordia University, (1974), Montreal, P.Q.

### **INTERESTS**

Personal activities include international travel, wine appreciation, architecture, web design, history, scuba diving and Business Golf.

### **FAMILY BACKGROUND**

Wife: Dr. Gordana Kierans, Research Director Innovation Management, European Business School. Born in Montreal as the eldest of three brothers. Father: career officer in the Canadian Armed Forces and Management Consultant. Mother: a University Administrator. Brothers: a University Professor (PhD Oxford); and a corporate lawyer.

### **REFERENCES**

Client testimonials and personal references are available upon request.