

BENOÎT MARCOUX

P. Eng., M.Sc.A., M.B.A.

HIGHLIGHTS

- Since 1994, consulting with high technology businesses and investors (see www.cbmi.ca).
- From 1981 to 1994, held management positions of increasing responsibility in R&D, marketing and finance.
- Result-oriented leader who blends marketing, operations and finance in an international perspective.
- Excellent communicator with a sense of humor who easily establishes rapport and builds performing teams.
- Negotiated major contracts for software and telecommunications services, and helped obtain \$100M in financing.
- Successfully launched high technology products and services, including market positioning and communications.
- Key roles in R&D team efforts toward creation of large scale software.

CONSULTING (SINCE 1994)

Consulting - Investors

Performed technical or marketing due diligence mandates on over 25 companies.

- Clients: BDC, CDP, First Analysis Corporation, Fonds FTQ, Hargan Ventures, Innovatech, KIFMC, etc.
- Segments: application software, real-time software, video, IP telephony, wireless communications, CLEC, etc.

Consulting - Corporate Clients

Completed more than 75 marketing or finance mandates for 30+ corporate clients.

- Marketing: marketing programs, go-to-market strategies, pricing, collateral materials, and presentations.
- Financial mandates: business plan, financial models, and business risk analysis, helping raise \$100M in financing.
- Segments: software, Application Service Providers, cable TV, video on demand, IP telephony, international carriers, Inter-Exchange Carriers, Competitive Local Exchange Carriers, security systems, and multimedia.

Contract Replacements / Short-term / Interim Management Assignments

Vice President, Finance (2003) – ObjectWorld Technologies Ltd

Reporting to president and CEO. In just over 1 month as VP Finance for this messaging software vendor:

- Secured \$600k bridge financing.
- Implemented better financial controls and reporting.

Vice President, Marketing (2000-2001) – Proxima Systems Ltd

Reporting to president and CEO. Led marketing operations for this Customer Care and Billing system vendor.

- Put in place the product management organization.
- Instituted a new commission plan.
- Launched new corporate image, advertising campaign, and trade show program.

Vice President, Systems and Network Operations (1997-1999) – AlphaNet Telecom Inc.

Reporting to COO. Led planning, deployment and operations of an IP telephony network in 16 countries.

- Negotiated major supply agreements.
- Implemented a network operation centre in Toronto and technical offices in London (UK) and Hong Kong.
- Grew network organization to 65 people with budget of US\$25M.

Director, Finance (1995) – Téléglobe Canada

Director, Finance (1994-1995) – CF Telecom

EMPLOYMENT EXPERIENCE (1981-1994)

1991-1994 OPTINET TELECOMMUNICATIONS

Director, Financial Analysis and Regulatory Affairs (1992-1994)

Corporate budget and planning. Relations with CRTC, carriers and trade associations.

- Established budgets, developed long term financial plan, and followed up on results.
- Developed business plans supporting acquisitions and \$3M equity financing.
- Actively lobbied for Optinet's positions at the CRTC.

Director, Product Marketing (1991-1992)

Positioning and identification of market trends. Corporate communications. Led product management team.

- Organized the marketing launch of Optinet, including distinctive communication strategy.
- Defined Optinet's services and supported sales efforts, with revenues growing to \$4M in 2 years.

1985-1991 MEMOTEC DATA INC.

Manager, Product Marketing (1988-1991)

Overall responsibility for product lines with worldwide sales of \$22M. Supervision of product management team.

- Increased sales 50% in a market dominated by a larger competitor.
- Re-positioned products to side-step competitor's technological advantage.
- Actively supported sales force in Canada, US and overseas.
- Launched 4 products in 2 years and implemented a dynamic communication strategy.

Project Manager (1985-1988)

Supervision of engineers and computer scientists for the development of products and software resulting in annual sales of \$8 millions.

1984-1985 SPERRY INC., DEFENSE SYSTEM GROUP

Scientific Programmer

Design of real-time software for the electronic warfare systems of the Canadian patrol frigates. Security clearance.

1981-1984 CANADAIR INC.

Aerospace Engineer

Support of flight tests and computer simulations of the Challenger business jet.

EDUCATION

1988 MCGILL UNIVERSITY (MONTREAL)

Master of Business Administration

1985 ECOLE POLYTECHNIQUE (MONTREAL)

Master of Applied Sciences (Electrical Engineering)

1981 ECOLE POLYTECHNIQUE (MONTREAL)

Bachelor of Engineering (Electrical / Aerospace)