

# Gordon Gower

647-920-5445 • [gordon@gogoconsulting](mailto:gordon@gogoconsulting)

**OBJECTIVE:** to create successful & profitable online enterprise

## PROFILE

- 20++ years building companies, developing & implementing online marketing initiatives
- built and helped build seven start-ups from \$0 to profit
- launched a global consumer electronics brand, Geneva, \$0 to \$3M+ in 4 years on cash flow
- launched internet design & marketing company, Mackerel, \$0 to \$5M+ before there was an internet
- creative, strategic, tactical with organizational skills (an understanding of chaos) and an eye for the bottom line
- seasoned enthusiasm, driven by, and focussed on earning

## RELEVANT ACCOMPLISHMENTS

### **2011 to present • GoGo at Work, Canada Social Media Consultant**

Internet business consultant focussing on business planning, social marketing and revenue generation. Currently projects include creating a health oriented e-commerce social platform

- adapting features & functions to revenue generating business model
- drafting, documenting business & marketing plans
- generating investor leads, leading presentations & negotiations

### **2005-11 • Geneva Lab USA, New York City Director of North American Operations**

First in, founding director; launched and developed sales and marketing processes for a global consumer electronics brand, audio. Implemented fulfillment, customer service systems managing all channels from factory floor to customers living room.

- launched and solidified North American operations, exceeded revenue expectations
- established direct, online and National Brand retail channels from Apple to Amazon
- doubled revenues year over year on cash flow; (excl '08 recession; growth was held to 50%)
- invented, established management system, migrated systems to enterprise SaaS
- initiated, designed & managed all marketing and advertising programs including traditional, social, online, direct PPC, SEO, email & affiliate
- developed & managed online presence and direct distribution model for European and Asian distributors

Ownership was overseas. I held total P&L responsibilities for the North American operations. With as much, if not more passion for the process, I put earlier learning to use and built a tidy well run, well branded company that continues to deliver top rated consumer audio products.

**1999-00 • Internet Sports Network, SportsRocket, Let’s Play, Toronto, NYC  
Director of Partner Relationships**

Sponsor and advertising driven internet games and fantasy sports. Managed and negotiated relationships with key advertisers.

- developed and tailored programs to suite partners advertising and branding objectives
- presented, negotiated and oversaw creative development & customization of programs offered
- oversaw program management to ensure revenue growth and profitability.

**1987-96 • Mackerel Interactive, Toronto  
Founding Partner, President, CEO**

At the “bleeding edge” of new media; Mackerel leapt to a leadership position in interactive content development and digital marketing. Recognized across North America as a creative powerhouse in a growing industry, Mackerel joined with Owl Communications to form a multiple media development studio while maintaining its position as a leading digital marketing firm.

- grew design and marketing to \$5M+ on cash flow
- managed corporate merger, established business plans and strategies
- closed \$3M + \$9M combination venture capital and bank financing
- maintained and fostered a fun, friendly and enthusiastic team of the best and brightest

**SUMMARY**

Veteran\* social media & online marketing professional; a business strategist with a boat-load of energy & enthusiasm. With over 20 years experience, I have demonstrated success in implementing innovative ideas from start-up through to large-scale projects for established Fortune 500 companies. Equipped with comprehensive idea-generation and problem solving skills with experience in a wide variety of markets.

**Specialties**

- digital business engineering, strategy & tactics ideation
- business operations & management
- social marketing strategies & deployment
- customer acquisition/retention
- revenue generation
- e-commerce - selling

*“...Gordon was driving sales through social media before most people had even created their own Facebook profiles.”*

-George Emerson, we worked together at Geneva Lab & Internet Sports Network

*“Gordon was a director who seemed to always be thinking ahead.”*

-James Anderson, we worked together at Internet Sports Network

*“Gordon is an open, honest and forward-thinking leader.”*

-Diana Galligan, we worked together at Mackerel

-----  
\*vet-er-an - [vet-er-uhn, ve-truhn]; noun: 1. a person who has had long service or experience in an occupation, office, or the like: a veteran of online communications; a veteran of many campaigns. 2. a warrior who has served in battle  
Synonyms: adept, disciplined, exercised, expert, inured, knows one’s stuff, long-serving, not born yesterday, practical, practiced, pro, proficient, skilled, sophisticated, steady, trained, up to speed, versed, wise

Origin: 1495-1505: Latin veterānus - mature, experienced