



# ERIC POTTER, P.Eng.

Councillor

## SKILLS

Strategic Planning  
Innovation  
Collaboration  
Policy Development  
Risk Management  
Leadership Development  
Coaching  
Team Development  
Culture Development  
Organizational Alignment  
Performance Management  
Transformational Change  
Emotional Intelligence  
Constructive Conflict  
Relationship Building

## EDUCATION

### **Chartered Business Valuator's Program**

York University

### **Advanced Management Program (AMP)**

Harvard Business School

### **BSc., Mechanical Engineering**

University of Alberta

## PROFESSIONAL PROFILE

Performance-driven, innovative, and culturally aware leader who supports from the front line to the board room with a passion for developing industry leading organizations.

Able to identify and discuss the critical elements that will make the difference. Proven expertise in strategy, innovation, leadership development, and sustainability. Recognized for the ability to engage, work with, and lead teams that are creative, committed, and accountable.

## EXPERIENCE

### **Partner & Principal Strategy Consultant**

#### **Sage & Summit Consulting Ltd. / 2020 - Present**

- Deliver leadership development through individual/team coaching, leadership training, and strategy creation.
- Develop training models based on current science supported leadership theory
- Lead diverse boards of 8 – 12 people to develop cohesive strategic plans supported by SMART goals that address difficult industry transitions.

### **Vice President, Service & Sales**

#### **Gateway Mechanical Services Inc. / 2014 - 2021**

- Directed the activities of a team of 220 service, sales, and support staff.
- Executed on a vision to dominate the retail sector by resurrecting core retail accounts and acquiring new clients.
- Grew revenue by four-fold to lead the sector.
- Comprehensive restructuring of 20 branches across Western Canada, ensuring consistent service delivery through revised policies, client-focused processes, and staff training.
- Lowered safety and human resources risk through implementation of upgraded policies, procedures and equipment.

### **President**

#### **RTA Millwork Systems Inc. / 2011 - 2013**

- Held full P&L responsibility for a high-volume furniture manufacturer.
- Directed development of new product lines for office furniture and children's furniture.
- Improved manufacturing efficiency by implementing a new manufacturing resource planning (MRP) system.
- Successfully managed cash flow, ensuring survival of the company during an 75% core market downturn.
- Saved 50%+ in costs on most components by pivoting to a high-volume supply chain option.

## CERTIFICATIONS

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### **Professional Engineer**

APEGA (Association of Professional Engineers and Geoscientists of Alberta)

### **Certified Executive Coach**

Center for Executive Coaching

### **Certified Sales Professional**

Canadian Professional Sales Association

### **Certified Everything DiSC Trainer**

Wiley

### **Certified TDS Foundational Practitioner**

6 Team Conditions

## EXPERIENCE *continued*

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### **Chief Operating Officer**

#### **Westridge Cabinets / 2008 - 2011**

- P&L responsibility for a vertically integrated cabinet manufacturer with 340 full-time staff/contractors providing sales, design, manufacture, shipment, and installation from five regional branches, a corporate office, and a 120K sq.ft. manufacturing facility.
- Developed and implemented a strategy shift from a product to a service-oriented company
- Attained a 2.3X market share increase and a return to record revenue/profits within two years by managing costs and implementing a strategic pivot of the product/service offering.
- Achieved an on-time delivery rate of 99.4% and decreased post-installation service by 35% by integrating/optimizing processes from design to installation.
- Decreased employee turnover by 57% through regular communication with employees on new programs and policies (RRSP match, strategic objectives, and aligned wages/factory skills).
- Reduced lost time claims by 60% by re-allocating resources and company focus on safety management.
- Self-funded an acquisition growth strategy adding two companies with accretive revenue, improving profits by integrating operations/sales systems.

### **Vice President, Sales**

#### **Global Thermoelectric Inc. / 1991 - 2008**

- Responsible for revenue growth from <\$1M to \$30M in seven years
- Developed and directed a sales team to cover local, U.S., and international sales and service
- 3-time winner of the Canada export award through export to 35+ countries
- Developed strategic relationships with engineering firms, integrators and major oil & gas and telecom companies
- Responsible for U.S. and India offices including risk management
- Technical lead on a \$25M joint development agreement with Enbridge
- Risk analysis, due diligence, modelling support for IPO, fund raising, divestiture, M&A, and Joint Ventures