

RICHARD BROOKS MBA, B.Eng.

Dear Sir/Madam,

I would like to apply for the recently advertised Executive Director position. I am submitting this letter and the attached resume for your consideration.

I believe that leaders have the potential to make their organizations extraordinary, and in doing so, can positively impact their communities and the world at large. My dedicated leadership and vision has transformed struggling organizations into globally recognized brands. In a world of complexity and disruption, my proven formula, which entails a focus on value and customer service enables any organization to move from struggling to extraordinary.

I bring over twenty years of experience in leadership, governance, strategy, culture, and change management to organizations to help them create greater impact, and value for their stakeholders, while also becoming more resilient.

I am currently the Executive Director of the Greater Barrie Chamber of Commerce, which I transformed from a struggling organization, to one that achieved the highest new monthly membership rate; the largest sponsorships; and the most nominees for Board elections in the 93-year history of the Chamber, while also negotiating a \$12M stimulus package for industrial development in the City.

You will find that I am a collaborative leader who has been immersed in global cultures, having lived, worked or networked in 57 countries, worked successfully in virtually every industry, achieved Environmental Engineering and MBA designations from world-renowned universities, served as a volunteer Board member, State mediator, and charity partner, and achieved great success stories, like the following at MCIS:

- Transformed a struggling non-profit organization into an industry-leading social enterprise;
- Achieved "No. 1" global ranking and increased revenue by \$5 million;
- Key client growth of 75%, with over 99% customer retention;
- Managed a staff of 15 and increased productivity by 400%;
- Increased brand recognition by 98%, and developed two innovative first-to-market services.

I would truly appreciate the opportunity to discuss the role with you further.

Thank you for your consideration. I look forward to hearing from you.

Richard Brooks
647.829.8092
rbrooksmba@gmail.com
linkedin.com/in/rbrooksmba
Encl.: Resume (2 pages)

Richard Brooks MBA, B.Eng.



CONTACT

- 1.647.829.8092
- rbrooksmba@gmail.com
- <https://www.linkedin.com/in/rbrooksmba/>
- Ontario, Canada
- Florida, USA

PROFESSIONAL SUMMARY

- Impeccable ethical standards with a history of upholding the highest levels of integrity and professionalism
- Twenty-year record of leadership and success in strategic planning, organizational development, business development, problem-solving, and management, including staff supervision and team leadership, finance, negotiation and fundraising
- Experience developing relationships in over 50 countries, navigating government processes and operating within a complex multi-stakeholder environment

DESIGNATION / APPOINTMENTS

Chair of the Committee

Lake Simcoe Coordinating Committee, Present

Grant Review Team Committee Member

Ontario Trillium Foundation, Present

Professional Engineer (Lapsed)

Professional Engineers of Ontario, 2002-2010

Board Member

PEO – Willowdale Chapter, 2008

State Mediator

State of Virginia, 1998

EDUCATION

Master of Business Administration

York University, Schulich School of Business

Honours Bachelor of Environmental Engineering

University of Guelph

WORK EXPERIENCE



Executive Director, Greater Barrie Chamber of Commerce, 2017 - Present

- Crafted a strategy to reposition the Chamber as a leader and innovator, and as the primary spokesperson at events and in the media, repositioned the brand in stakeholder's minds
- Achieved the highest new membership rate; the largest sponsorships; and the most nominees for Board elections in the 93-year history of the Chamber
- Led and negotiated a \$12M incentive package for industrial development in the City
- Innovated to broaden and diversify revenue streams; cultivated new relationships with corporate and government funders, and increased event profits by 40%
- Engaged and advocated on behalf of members, encouraged cohesion, established Chamber Councils to bring members with similar interests together to affect positive change
- Developed partnerships between members, elected officials, peer organizations and the chamber network to punch well above our weight on our advocacy efforts
- Increased productivity of staff and volunteers by rallying around a positive future vision; wrote position descriptions, strategic metrics, scorecards, contracts and policies



Chief Marketing Officer, Difenda Cyber-Security, 2016 - 2017

- Managed all marketing efforts, including the planning, strategy, and implementation of marketing activities across all service and industry sectors
- Developed a cutting-edge digital marketing strategy to enhance awareness by 300% and lead generation by 200% using third-party agencies
- Rebranded and trademarked the new Difenda brand, logo and guidelines, achieving in less than 6 months the #3 Alexa website traffic rank in the industry
- Negotiated down operational costs by up to 60%
- Generated new revenue by winning \$800k in grants from three large global banks



Managing Director, Brooks Management Consulting, 2002 - 2009, 2014 - 2016

- Developed and delivered over 20 global management consulting opportunities
- Increased revenue generation 20% for an association by enhancing its digital footprint
- Doubled the revenues of a Russian food and beverage distribution conglomerate
- Exceeded quality standards and delivered, through outsourcing, a digital city infrastructure project in 20% of the projected time and budget
- Successfully launched into a new geography for an advertising firm in a crisis situation



Director of Strategy & Business Development, MCIS Language Services, 2009 - 2014

- Grew revenues 6-fold, achieved #1 global ranking with the highest annual sales in company history every year, and won 40% of all RFP bids
- Managed 15 staff and over 3000 subcontractors/volunteers in the strategy, marketing, sales, client/public/government relations, recruitment, and training departments
- Diversified the client base with annual key client growth of 75%, and 99% client retention
- Collaborated with the Board to reposition the firm as a social enterprise and transformed the corporate culture into a performance-based environment
- Created two innovative first-to-market services to exploit gaps in the marketplace
- Optimized and automated processes, eliminated bottlenecks, increased output 10-fold, with a 90% reduction in operational costs and time, and an increase in quality of services

General Job Application

Job Title

Executive Director - Community ReDevelopment Agency

Requisition Number

56917

Personal Data

Contact

First Name

Richard

Middle Name**Last Name**

Brooks

Address

37 Wildrose Cr.

City

Thornhill

State

Not Applicable

Zip Code

30303

Primary Phone

6478298092

Alternate Phone**Email Address**

rbrooksmba@gmail.com

Salary Requirement

What is your desired salary range?

Negotiable

Eligibility

Do you have a legal right to work in the U.S.?

Yes

If yes, are you able to provide documents as required by law to verify your eligibility to work in the U.S.?

Yes

Have you ever been convicted of a crime excluding misdemeanors and/or summary offenses?

No

If yes, provide the details for all such instances.

Education Information

High School

High School Name

Thornlea SS

Did you graduate?

Yes

City

Thornhill

State

Not Applicable

College/University

Name of College/University/Other	Start Date	End Date
Schulich School of Business at York University	2/15/2006	2/15/2008
City	State	
Toronto	Not Applicable	
Degree	Major	Did you graduate?
Masters		Yes

College/University

Name of College/University/Other	Start Date	End Date
City	State	
Degree	Major	Did you graduate?

College/Graduate School

Name of College/University/Other	Start Date	End Date
City	State	
Degree	Major	Did you graduate?

Vocational/Technical

Name of Vocational/Technical School	Start Date	End Date
City	State	
Degree	Major	Did you graduate?

Additional Education Information

Please list any additional education below.

Employment Information

Beginning with your present or most recent employment, describe ALL periods of employment including self-employment, unemployed periods and military service. Your adult employment MUST be complete. Use the space provided below, if necessary. The City of Margate appreciates the reasons why you might prefer that your current employer not know about this application. Be advised that the City generally does not contact any employer until the latter stages of our hiring process.

Most Recent Employer

Start Date	End Date	
2017	2019	Full Time
Position Title		
Executive Director		
Employer		Phone Number
Greater Barrie Chamber of Commerce		6478298092
Address		
121 Commerce Park Dr.		
City	State	Zip
Barrie	Not Applicable	30303
Duties		
See resume		
Reason for leaving?		
Move back to US.		
May we contact for reference?		
Later		

Previous Employer

Start Date	End Date	
2002	2017	Full Time
Position Title		
Managing Director		
Employer		Phone Number
Brooks Management Consulting		
Address		
City	State	Zip
Duties		
See resume		
Reason for leaving?		
Stability		
May we contact for reference?		
Yes		

Additional Work Experience Information

Please list any additional work experience below.

Skills & Certifications

Professional Certifications and Licenses

List all jobs skills, abilities, qualifications, and volunteer experience relevant to the position for which you are applying.

Military Experience

Branch of Service

Enlistment Date

Discharge Date

Type of Discharge

Primary Responsibilities & Duties

Applicant Statement

By my signature below, I authorize any federal, state, county or municipal governmental agency, any municipal corporation or political subdivision of this state, or any other state agency, department or division thereof, or any other public or private agency, person, firm, or corporation holding records concerning, that are considered confidential, to supply such information to the City of Margate.

By my signature below, I acknowledge that PRIOR to making a conditional offer of employment to me, the City of Margate may request information which may include, but not limited to, a history of my educational records, a history of my vocational and/or training records, criminal history, any documentation of previous or current on-the-job performance records or history, any reason, excluding any reason based on a medical condition or disability, for termination of any previous employment, any reason, excluding for discharge from military service, or any other personal information that is not medical, health, or disability related in nature which may not otherwise be obtained without prior agreement.

By my signature below, I acknowledge that SUBSEQUENT to making a conditional offer of employment to me, the City of Margate may request not only the information stated above, but also any information of what-so-ever nature regarding both my past or current job related or non-related medical/health condition(s) or disability(ies).

By my signature below, I acknowledge that any such information received by the City of Margate shall become public record pursuant to Chapter 119 of the Florida Statutes.

I Agree

Yes

Signature

Richard Brooks

Date Signed: 2/15/2020 11:00 AM

Date Submitted: 2/15/2020 11:00 AM

IP Address: 142.116.189.78

Agency Wide Questions

Do you have any relatives working for the City of Margate? If you have relatives working for the City of Margate, please enter their name and department in the space below.

No

N/A

Did you provide at least ten (10) years of work history in the Employment Information Section, or if you do not have ten (10) years of work history, did you list the entirety of your work experience in the Employment Information Section? If not, please return to the Employment Information Section to complete this information.

Yes

Yes

Where did you hear about the job opportunity you are applying to?

Please provide at least three (3) professional work-related references. Please include the following information: reference name, phone number, email address, position title. (Please note: professional work-related references are people who can speak to us about your job performance and are usually people who directly supervise you. For students, or those with limited work history: professional references may include internship/volunteer supervisors or academic teachers/professors).

Online

References

Marc Pandi
Association of Translators & Interpreters of Ontario
Executive Director
819-921-2909
marcpandi@gmail.com

Nicholas Ferreira
Association of Translators and Interpreters of Ontario
Board Member
416-419-4121
njfworld@yahoo.com

Vivek Vijayapalan
MCIS Language Services
RFP Coordinator
647-859-0285
vivekvijaypal@gmail.com

Pursuant to Florida State Statute 119, all applications and materials attached are subject to public records request. Please use the space below to indicate whether or not you have any exemptions under FSS 119. If you do not have any exemptions, please write "N/A".

N/A

Executive Director - Community ReDevelopment Agency

Do you have a Bachelor's degree from an accredited college or university with a major in Public Administration, Business Administration, Urban Planning, Real Estate?

Yes

Do you have at least three (3) years of supervisory experience?

Yes

Do you have five years of experience in urban planning, real estate development, project coordination, or economic development?

Yes