



Mark Reid

Client Management, Change Agent

A multifaceted results-driven change agent who develops and executes strategies and solutions that have consistently generated double digit sustainable revenue growth and shareholder value. An empowering leader, Mark unifies cross-functional teams to create a culture of collaboration where employees are motivated toward a common mission and performance is rewarded.

SELECTED ACHIEVEMENTS

As the VP operations for a Canadian audience measurement organization, Mark:

- Implemented a Lean Six Sigma program which reduced waste and increased efficiency and quality; and reduced operating costs by more than \$2M in a year
- Merged three divisions into one, creating a scalable, predictable and high-quality operation.

At Canada's largest benefits administration firm, Mark:

- Developed an organization structure to improve client service delivery and retention, improving client retention to 98% and decreasing turnover from 25% to less than 10%
- Moved clients to a new administration platform and added \$4M of annual revenue with the addition of new clients

As SVP of operations and general manager of Canada for a global provider of business services and technology Mark provided overall strategic direction. He:

- Collaborated with clients and internal groups aligning sales, account management and service delivery departments to meet customer needs. Improved client satisfaction by 30%; grew annual client spending by \$1.5M; reduced employee turnover by 50%
- Implemented procedures to restore profitability to over 20% vs. 7%.

At a \$3B multinational benefits administration organization, Mark led the Canadian senior management team:

- Added 13 new client accounts in 18 months; annual revenues grew from \$13M to +\$30M; current client spending increased by \$2.2M annually and operating margin grew from 7% to 41%.
- 100% of existing clients were retained with the highest customer satisfaction scores across North America.

PRIOR EXPERIENCE

- Numeris
 - Vice President, Operations
- Morneau Shepell
 - Partner, Administrative Solutions
- Xerox Canada
 - General Manager, Canada
 - Senior VP, Operations
- Alight
 - Canadian Business Group Leader
 - Regional Finance Leader
 - Leader, Negotiations & Contracts
 - Leader, Client Applications Technology

QUALIFICATIONS

- Bishop's University – Bachelor of Science, Physics
- George Washington School of Business – PMP training
- BMG Consulting, Six Sigma Black Belt training

