

KENNETH W. BROWN, MAS

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### **Objective**

Seeking a senior operation position responsible for ensuring that the business operations of a small to medium-size Corporation is conducted efficiently and effectively.

### **Profile**

A results-driven professional with extensive entrepreneurial experience working both in United States and Canada. Team player with capacity to build, lead and motivate productive teams. Ability to understand business objectives and recommend new approaches, policies and procedures to effect continual improvement and growth.

### **Work History**

#### **Owner/President – 1985 – Present**

##### **KWB INTERNATIONAL LLC**

KWB International is the best source for innovative sales and marketing programs including promotional products, promotional items, custom logo-imprinted promotional gifts, trade show giveaways, and corporate apparel.

- Created marketing program for client to aggressively steer traffic to their trade show booth resulting in 50% more traffic than forecasted.
- Developed and produced innovative product information brochures for pharmaceutical client supporting a re-launch of an existing product. The success of this project led to numerous subsequent contracts.
- Built innovative employee service award programs for numerous clients.
- Established the CompletelyCanadian.com golf tournament raising funds for various Arizona charity funds and community outreach.
- Designed, launched and taught a training course to participants at the Promotional Products Association International (PPAI) Trade Show. The course is designed to train people to think and work creatively in a team format.

#### **Operations Officer (Consultant) – 2015-2016**

##### **TBK BEVERAGE DISTRIBUTING COMPANY**

Dedicated to supplying liquor licensees throughout Arizona with a vast array of quality liquor, wines and artisan beer at fair pricing and great service.

- Assisted in the purchase and initial set-up of TBK Beverage Distributing Company.
- Directed the set-up of financial operations, warehouse management, HR and benefit packages, purchasing and insurance packages.

#### **Business Development Officer (Consultant) – 2010-2011**

##### **KEATS, CONNELLY and ASSOCIATES, LLC**

The largest cross-border wealth management firm in North America.

- Developed and implemented a training course for realtors designed to increase their understanding when working with clients from Canada and other foreign countries.
- Partnered with various Title Companies in an effort to develop the needed connections and business relationships with realtors dealing with foreign buyers and sellers.

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### **Partner and Concept Developer – 2006-2016 COMPLETELYCANADIAN .COM**

The source for information, concepts and contacts between Canadians and Americans both for business and personal use.

- Developed key relationships with local businesses in order to promote their sales and services to travelers visiting Phoenix and surrounding area. Associations included Coyote Hockey Team, Coyote Curling Club, The Sugar Bowl, Pasta Brioni.
- Oversaw media updates.
- Averaged 500 views/day.
- Sponsored CompletelyCanadian.com curling team.
- Access to major Canadian resources.

### **Memberships and Organizations**

Active member of the Scottsdale Rotary Club since 1992

2017 Rotary Service Above Self Award Recipient

Past Chairmen of the Phoenix Sister Cities Calgary Committee

Past Chairmen of the Phoenix Sister Cities Arts and Cultural Chair

Past President of the Arizona Promotional Products Association

Past Volunteer for "Make a Wish Foundation"

Member and certified instructor of the Coyote Curling Club

### **Education and Professional Development**

MAS Certified (Master Advertising Specialist) through PPAI

Creative Arts Diploma, John Abbott College, Montreal, Quebec

Retail Service Institute Course through Rothmans and RSI

Scottsdale Citizens Police Academy Program

Scottsdale Citizens Fire Academy Program

Scottsdale Citizens City Government 101 Program

### **Computer Skills**

MAC and PC proficient

### **Languages**

English and French