

**Robert Kirwan, B.A.(Math), M.A.(Ed), OCT
Business Development Manager**

Training & Staff Development; Education-Based Marketing
4456 Noel Street, Val Therese, Ontario P3P 1S8
Phone: (705) 969-7215 Email: rkirwan@infocomcanada.com

**Professional
Resume & Portfolio**
(Effective January 2014)

ACADEMIC QUALIFICATIONS

BACHELOR OF ARTS DEGREE IN MATH

Major in Mathematics and Minor in Economics
Graduated from Laurentian University in 1972

MASTER OF ARTS DEGREE IN EDUCATION

Specializing in Education Administration
Graduated from Central Michigan University in 1984

PROGRAM OF TEACHER EDUCATION

Graduated from North Bay Teachers' College in 1973
Primary, Junior and Intermediate Divisions

PRINCIPAL'S QUALIFICATIONS

Program Development & Implementation (1984)
Program Supervision & Assessment (1985)

ONTARIO CERTIFIED TEACHER - OCT

Member of Ontario College of Teachers since 1973

WORK EXPERIENCE

BUSINESS DEVELOPMENT MANAGEMENT

Concession Management Specialist *since September 2011*
Independent Business Development Manager *since June 2001*
Education, Training, Career & Staff Development Consultant *since June 2001*
Marketing & Public Relations Management *since January 1978*

TRUSTEE – RAINBOW DISTRICT SCHOOL BOARD

Elected to represent Area 3, Wards 5 & 6 of the City of Greater Sudbury *since December 2010*

PROFESSIONAL TEACHER & EDUCATION ADMINISTRATOR

Sudbury Catholic District School Board; Elementary School Teacher from 1973 to 2001
Night school and summer school management: 1975 to 1984
Secondary School Liaison with CDI College Sudbury (2004-2005)
CTS Course Instructor (2003) - Paralegal Program;
CDI Course Instructor (2004) - Business Administration (Marketing)

LABOUR RELATIONS

President of Local Teachers' Association from 1991 to 2000;
LTD Plan Administrator from 1991-2000;
Collective Agreement Manager & Chief Negotiator for Local Teachers' Association from 1980 to 2000
Support services to legal counsel on criminal & arbitration cases involving local Teachers from 1991 to 2000
Member of School Board Labour Relations Committee with RDSB *since December 2010*

MARKETING & PUBLIC RELATIONS

Marketing Management Services to private sector corporate clients in retail, sports & recreation sectors *since 1978*
Publisher & Editor-In-Chief of Valley East Today Community Web Site *since 2003*
Web site development & management for private sector businesses
Editor-In-Chief of Weekly Community Newspaper – The Vision Paper (1998 to 2009)
Former weekly columnist for The Sudbury Star; Northern Life; Lambda (Laurentian University)
Host of a weekly live talk radio show on CKLU 96.7 FM (since January 2008)

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PERSONAL SKILLS INVENTORY

- Excellent written and oral communications skills;
- Problem-solving and conflict-management skills;
- Proven leadership & management skills;
- Time management – ability to meet deadlines;
- Ability to conduct effective meetings;
- Willing to travel when necessary;
- Ability to maintain a positive public profile & community image;
- Excellent organizational skills;
- Effective presentation skills with audiences of all ages and sizes;
- Effective planning & implementation skills;
- Ability to assess and evaluate existing programs;
- Project management skills;
- Ability to plan and implement Marketing & Promotion programs;
- Staffing & Recruitment skills.

BUSINESS DEVELOPMENT MANAGEMENT OVERVIEW

I enjoyed a successful career as a classroom teacher from 1973 to 2001. In 1978 I began an independent private practice specializing in marketing and publications, and operated it on a part-time basis until the spring of 2001, when I decided to become a full-time business development manager specializing in the fields of Education, Training, Career & Staff Development as well as marketing and public relations.

My current role as an Independent Business Development Manager is to help businesses, professionals and public sector institutions achieve their business development and expansion goals. During initial planning stages I establish an understanding of the big goals that the client has in mind. Then we determine the current status of the organization and set that as our baseline. From there we develop a plan of action that will result in the effective coordination of all areas of the organization so that everyone is working towards the ultimate Big Goals.

STAFF DEVELOPMENT

The first thing we ensure is that the employees and staff have the necessary education and training to accomplish the goals and objectives of the organization.

EDUCATION-BASED MARKETING

Another important thing that we must deal with is the development of an effective education-based marketing strategy that will increase the corporate profile and image within the target market.

THE PROCESS

The process begins with a preliminary discussion with a client to determine if I am able to help them in their particular situation. I will then provide a general overview of a plan of action that I would suggest based on our conversation. The plan will include consideration of budgetary limitations and expected time lines. I will be responsible for managing the development and implementation of the plan of action so that at some point the organizational leaders will be able to take over and follow through on their own.

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DETAILS OF WORK EXPERIENCE

Business Development Manager (Since June 2001)

I have worked as an independent consultant primarily in the fields of marketing, public relations and business management and development since 1978. In June 2001, when I began devoting full-time to my practice, I incorporated as Infocom Canada Business Consultants Inc. My focus now is in the areas of Education, Training, Career & Staff Development as well as in Education-Based Marketing. I provide program development consultation in the form of customized staff training and development services to businesses, professional offices and public-sector institutions. I will work with management to create an effective professional development and training program that will enable employees to keep up-to-date with advances in their industry and enable them to improve their skill levels, thereby improving overall productivity.

In the areas of Public Relations & Corporate Image Enhancement, I will continue to develop and implement a variety of strategies which will help create a public education program that will effectively utilize print, video, radio and the internet. This is a service that will be popular with business owners, professionals, and public sector institutions wishing to create more public awareness of their goods and/or services.

Business development and expansion consultation will be provided to businesses and institutions which are seeking to establish a greater profile in Northeast Ontario in order to expand their market base. I will help develop an expansion program that will use the City of Greater Sudbury as the porthole to the north.

Elected School Board Trustee (Since December 2010)

I was elected to office as a Rainbow District School Board Trustee for Area 3, Wards 5 & 6 of the City of Greater Sudbury on December 1, 2010 for a four year term that will end on November 30, 2014. My previous experience as a classroom teacher; a local union president; and working with children and parents through my private practice as a tutoring agent has allowed me to bring a new perspective to the board, enabling me to make a difference in the education and learning landscape in the Greater Sudbury Area.

Live Talk Radio Show (Since January 2008)

I host *The Learning Clinic*, a live talk radio show that is broadcast from the CKLU 96.7 FM studio at Laurentian University in Sudbury every Monday afternoon from 12 noon to 3 p.m. The show is also streamed live over the internet from www.cklu.ca and most of the shows are archived on the web site at www.thelearningclinic.ca. The show features interviews with special guests who provide insight into the world of education, training, career planning and development, employment agencies, private career colleges, and pretty well anybody from the public and private sector who can add some information that may be helpful to people from secondary school to retirement who are interested in entering or advancing in their career path.

Professional Teacher & Administrator (From September 1973 to June 2001)

During my 28 years as a professional educator with the Sudbury Catholic District School Board, I was an elementary school classroom teacher, mostly in the Junior and Intermediate grade levels. I was also a Community Night School & Summer School Coordinator for a period of approximately eight years. From 1991 to 2000, in addition to teaching half time, I was President & Executive Director of the Sudbury Unit of the Ontario English Catholic Teachers Association. During this time I was responsible for management of the collective agreement; representing over 400 members of the unit in labour relations matters with the Sudbury Catholic District School Board; legal assistance to counsel in grievance and criminal law matters; and all other labour relations activities. From March 2004 to February 2005 I accepted a short-term contract as a Secondary School Liaison for C.D.I. (Everest) College and was responsible for making career planning presentations to secondary school classes from Sudbury to North Bay.

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Concussion Management Consultant (since September 2011)

Dr. Michael Czarnota, is a practicing Neuropsychologist from Detroit with extensive experience in sport-related Concussions. I am an Ontario Certified Teacher (OCT) who holds a Master's Degree in Education and is currently serving as a School Board Trustee. We are the founding partners of a private practice which provides concussion management program development workshops to school boards and minor sport organizations in Canada and the USA.

Dr. Czarnota and I will be providing coaches, parents, volunteers and teachers from school boards and minor sport organizations establish the foundation for a new and/or revised concussion management program for young athletes and will include the most practical, effective and up-to-date procedures and protocols for sport-related concussion identification and rehabilitation.

I will also work with school boards and minor sport organizations in a variety of other ways in order to empower them to enhance their concussion management protocols. In particular, I will work with teachers, coaches, and administrators of school boards on the development of concussion management programs.

Marketing & Public Relations (Since 1978)

I have been involved in the publication of community and special interest magazines and tabloids for the Greater Sudbury region since 1978. These publications were used to provide marketing and public relations services for local businesses and institutions. Once my practice was incorporated in 2001, I began to focus on the internet and now manage and operate several special web sites, including www.valleyeasttoday.ca, www.thelearningclinic.ca, www.afterthewhistle.com, and www.concussionmanagementpartners.com. The web sites are primarily communication vehicles through which articles, photos, and educational resources are made available to the general public. They also are used from time to time for the marketing and promotion of business clients.

I was also employed to provide marketing management services to a local shopping centre, a community newspaper and many other small businesses which had short-term, specific events that required marketing and promotion. These services included everything from designing advertisements to managing promotional campaigns for community events, golf tournaments, etc. I have also had marketing experience with local sports teams, golf courses and school boards.

Community Animator at True Sport - Northern Ontario (From July 2011 to October 2011)

True Sport is a national charitable organization that promotes values-driven sport. It is endorsed by the Federal and Provincial governments and receives funding from Sport Canada, the Ontario Trillium Foundation, and other sources through the True Sport Foundation. My role during my four month contract as a Community Animator was to assist groups, organizations, schools, etc. in the effective promotion of sport that makes a positive contribution to the development of our youth, the well-being of individuals, and the quality of life in our communities.