

# Brett McAteer

Marketing & Communications Professional

[brett@mcateer.com](mailto:brett@mcateer.com)

613 851 9779

## SUMMARY

*You're reading about Brett McAteer, a marketing professional and highly skilled communicator with more than twenty years of experience in blending creativity, technology, and common sense to produce results in the form of brand status, leads, and revenue.*

*Brett has made significant contributions to the success of a number of technology start-ups and helped some more established companies maximize the value of their existing markets. As a marketing strategist and as a senior member of management, he brings drive, passion and intelligence to every challenge.*

*Brett is interested in discussing senior marketing communications roles with forward-looking organizations in the Ottawa area.*

*For more information or to book an appointment, you can reach him at [brett@mcateer.com](mailto:brett@mcateer.com) or 613 851 9779.*

## SPECIALTIES

### **Communications Strategy**

Develop, implement and manage strategic communications programs—from audience identification and key messages development to copywriting and content placement

### **Positioning and Brand Development**

Identify, develop and deploy the right competitive differentiators and value propositions; design, develop and deploy the brand on land and at sea and in the air

### **Social Media**

Develop and implement social media programs for business development, decision support, issue management and outreach

## SELECTED SKILLS, EXPERTISE and OUTPUTS

- Audience and issue analysis, communications strategy development, communications plan writing, management and execution
- Compelling copy, targeted talking points, powerful presentations, and illuminating video
- Graphic illustration and visualization of concepts and processes for the digital, for hardcopy, and for video
- Brilliant communications support products including briefing notes and presentation decks

**A FEW THINGS WORTH MENTIONING**

**SECURITY CLEARANCE**

Level II – Secret

**EDUCATION**

BA Honours (English)

**VOLUNTEER WORK**

Pro-bono Social Media Consulting  
 Adult Literacy Tutor

**LANGUAGES**

English – Superior  
 French – Basic (*very basic*)

**A CHRONOLOGY**

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Independent Marketing & Communications Consultant and Writer - Free Time/Full Time																								
Director, Marketing & Communications - Aonix																								
Vice President, Marketing - IPeak Networks																								
Sr Business Development Manager - Chipworks																								
Vice President, Marketing - Blueair Networks																								
President - Parafactor (Div of AXYN Canada)																								
Director Business Development - ProMira																								
Product Manager - ProMira																								

**Independent Marketing and Communications Consultant and Writer**

Providing marketing and communications strategies and support to many satisfied clients on both the private and public sides including...

- Unify (through McMillan Agency)
- Aonix Advanced Materials Corp.
- Carleton University Faculty of Public Affairs
- Carleton University Faculty of Graduate and Postdoctoral Affairs
- Cirilab Inc.
- Carleton University Department of Communications
- Carleton University Research Office
- Canadian Defense Public Affairs Learning Centre
- United Way of Ottawa
- LiveQoS.com
- TravelPod (Tripadvisor)
- Geosynthetic Systems

**Director, Marketing and Communications – Aonix Advanced Materials Corp.**

Branding and positioning  
 Marketing and communications strategy, plans and tactics  
 Corporate and commercial communications  
 Lead generation

**Vice President, Marketing** — LiveQoS Inc. (IPeak Networks)

- Corporate and product marketing communications
- Social media strategy and management
- Media and analyst relations.
- Lead generation

**Senior Business Development Manager** — Chipworks

- IP Research publication sales management
- Market development
- New product evangelism

**Vice President, Marketing** — Blueair Networks

- Corporate and product marketing communications including strategy, planning and execution
- Social Media strategy and management
- Media and analyst relations
- Event management
- Lead generation

**President** — Parafactor (Division of AXYN Canada)

- Founder/Operator of a e-commerce systems development company.

**Director Business Development Projects** — ProMira

- Customer-facing responsibility for North American Major Account Marketing

**Product Manager** — ProMira

- Product definition
- Product marketing and marketing communications
- User group management
- Event management