

**Neill Orr BA**

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MARKETING • MANAGEMENT • MULTIMEDIA • TRADESHOW • DESIGN

## **RESUME 2016**

*"30 years of Advertising, Promotion and Marketing experience...  
From Advertising Agencies to In-house Corporate Marketing...  
Manufacturing and Service Industries to Software Development.*

*Neill Orr has won many promotion, advertising and  
trade shows awards, across many market segments both  
Public and Private; Resource, Industrial, Consumer and Service.  
He has managed both small and large budgets,  
built creative marketing teams from scratch and  
run his own design studio and marketing consultancy.*

*The last 15 years has been primarily dedicated to launching software  
products and services into the North American healthcare market place."*

7 Lamplight Way  
Spruce Grove, Alberta, Canada T7X 0G8

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**Cell:** 780.966.4785

# **Resume**

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## **Education:**

Oxford & Cambridge Advance Level Certification  
Small Piece Trust; Design Certification  
B.A. Hons. Art & Design;  
Journeyman Mechanical Artist  
Canadian Direct Marketing Certification  
Time Management Systems  
Professional Sales Coaching & Presentation Skills - Learning International  
Inside Edge – Sales and Marketing - Jensen  
National Conference & Exhibition for Trade Show & Event Marketing Professionals;  
Macromedia Director Presentation Programming - NAIT  
The 7 Habits of Highly Effective People

## **Employment Record:**

Metropolitan Printing - *Artist*  
Jetsetters Typesetting - *Manager/Designer*  
Edward's/HunterAdvertising - *Direct Marketing Manager*  
Creative Design Services - *Manager/Owner/Consultant*  
Taylor Industrial Software - *Marketing Manager*  
Computronix - *Marketing Manager*  
TigrSoft Inc. - *Marketing Director*  
Ormed Information Systems Ltd. - *VP Marketing*  
Ormed Information Systems Inc. – *Corporate Marketing Director, Senior Management*  
NOX Marketing – *Marketing Consultant*

## **Awards:**

4 Design Awards for Industrial Design  
17 Design Awards for Graphic Design  
2 IABC Gold and Silver Communication Awards for Annual Reports  
Riada Gold Web Design Award – Australia  
NEXPO – Las Vegas – Best Trade Show Booth Design under 1000 Sq. Ft.  
Harvey Readership Study – Managing Automation – Highest Ad. Recall  
APICS Magazine Exemplary Advertising Award  
APICS – New Orleans – Best content and delivery of a trade show presentation.  
ORMED - Employee of the Year Award

## **Job Skills:**

### **Marketing;**

Analysis, strategy, planning and execution of marketing campaigns, branding, CRM

### **Organization and Planning of Trade Show Events;**

Booth design, construction, logistics, lead handling and booth staff management.

### **Organization and Management of Web Sites;** Designing, programming and SEO

**Print Media;** Budgeting to contract negotiation with N. American and European publications.

### **Multimedia Presentations;**

Producing video, animation & photographic presentations for live and self-running demos.

**Print;** Design, layout and production of print marketing collateral.

### **Presentations - Public Relations;**

Product tours, Media tours, Press Releases, Trade show demos and Presentations.

## ***Work Experience***

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### **Management Skills:**

- 00-13** Created a new marketing position taking in-house previously outsourced skills. Member of Senior Management team, major focus was the management of the eBusiness Initiatives, Marketing, Public Relations and Promotion initiatives. Customer Service department (12) and Project management were direct reports.
- 98-99** Created an internal marketing department for the building of a whole new corporate IT image, new Software product lines and new aggressive marketing philosophy. *Transition had a 3-month deadline and \$1.5M budget.*
- 96-98** Managed the creation of a new corporate image for the transition of a consulting company to a product company, including new location. *Launched two new product lines.*
- 90-95** Created an internal Marketing Department within Taylor Industrial Software. Hiring of staff: Copywriters, Public Relations, Graphic Designers, Tele-marketers, Lead Fulfillment & Data Entry Staff. *Management of \$1.8M marketing budget for Print Media, Trade Shows and Direct Mail. Targeting Worldwide Markets, predominately USA Discrete manufacturing plants.*
- 1994** ISO 9001 - Quality Management Team leading to successful certification of ISO - 9001.
- 87-90** Formed Creative Design Services, designing print marketing materials. Specializing in Corporate Image material: From logos to annual reports. Clients included: Taylor Industrial Software, Alberta Government, Federal Government, Edmonton Power, Edmonton Water & Sanitation, City of Edmonton, City of St. Albert, Subway Sandwiches, Grandma Lee's, Citipage Ltd., Sherlock Holmes.

### **Marketing Skills:**

- **Marketing Strategy** - Research, Planning and Execution
  - **Corporate Image** - Research, Design and Implementation
  - **Direct Marketing** - Design, production, CRM (Sales Force) list analysis and fulfillment
  - **Telemarketing** - Creation of telemarketing campaigns
  - **Trade Show** - Analysis, traffic builders, lead collection and follow-up
  - **Product Launches** and Demonstration Tours.
  - **Web Marketing** – Landing pages, Ad Words & Search Engine Optimization
- 14-16** Marketing Consulting for small to medium sized companies; updated corporate identities; created over a dozen web sites; trade show consulting; logos; Google Adword Campaigns.
- 00-13** Created three generations of healthcare management information software marketing images, including road show, sales kits, literature, advertising, web and trade shows. Created product line differentiation, ERP, MIS, BI, eCom, HR, SC product advertising for US, Mexican and Canadian markets. *Marketing budget \$.75M*
- 98-99** Researched and built a whole new corporate and product image to Claim a Dominant position within the rapidly growing North American Advanced Planning and Scheduling Software Market. Clients included Honda USA & Canada, Corning Glass, Freightliner Trucks, Polygram Records, Washington Post. Project included the management of a corporate name change, product name change, launch of both, new advertising campaign, new trade show booth design and construction, new brochures, web site, product demo CD and corporate videos. *Marketing budget \$1.5M. A Public Company.*

- 96-98** Developed new presence in the Municipal Data Management market for land titles and permit applications. Created a product image from a custom built software application and instigated product demonstrations, road shows and trade show presentations. Clients included City of Edmonton, City of Calgary, City of Saskatoon and City of Honolulu. Converted a custom Customer Service Application for the Pulp and Paper industry into a marketable product for other North American mills. Designed and managed the creation of a new corporate image for the transition of a software consulting company to a software product company, including new location. *Marketing budget \$.25M.*
- 90-95** Created marketing campaigns for multiple software product lines for the shop floor industrial Control market, PLC programming software to PC control software. Missionary marketing campaigns for the introduction of Windows to the DOS based industrial control room HMI (Human Machine Interface) market. Created a whole new image and product launch into the Finite Capacity Scheduling MES (Manufacturing Execution Systems) Industrial market layer. *Marketing budget \$1.3M. Print Media, Trade Shows, Telemarketing and Direct Mail. Targeting Worldwide Markets, predominately USA Discrete manufacturing plants.*

### **Creative Skills:**

- **Graphic Design, Photographic & Video Direction, Print Production, Computer Art Production, Video Editing, Multimedia Presentations and interactive CD development.** *Projects included: Product demo CDs, Promotional animations, Web sites, Annual reports, Logos and Corporate image. (Annual Reports, menus, bill boards, transit posters, advertisements, brochures, packaging, corporate presentations, etc. )*
- **Trade Show Booth Design** & Construction up to 30' x 50' x 16'.
- **World Wide Web** Page Design and Programming, Analytics, SEO.

### **Media Skills:**

- **Magazine** BPA statement analysis, media planning, media negotiation and purchasing.
- **Press Relations**, Editorial coverage, interview and press conference set-up.

Have met with publishers, editors and sales reps from many industry publications, and believe in creating a personal dialog with editors in order to maximize free publicity. Succeeded in having our own photographs published as front covers on three separate occasions. Have visited Managing Automation, NY, I&CS Magazine, PA and Washington Post, WA, Canadian News Wire, ON.

### **Personal:**

Citizenship: Dual English and Canadian  
 Travel: England, Continental Europe, throughout USA and Canada  
 Health: Excellent, non-smoker  
 Hobbies: Photography, Golf, Target Archery, Mountain Biking.  
 Interview: [Media Interview at an ANI Trade Show](#)