

Heather A. Simmons
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Professional Experience

FBSciences, Inc., Chairman of the Board **Memphis, 2011-Present**

FBSciences is a life sciences company focused on plant health innovation.

- Reorganized existing management structure and hired new CEO.
- Acquired related company in order to solidify IP ownership.

Vital Alert Communication Inc., CEO **Toronto, 2009 – 2012**

Vital Alert designs and manufactures underground digital communications systems.

- Restructured debt and payables and raised \$5 million in new equity financing.
- Scrapped existing prototypes and design, hired new CTO and engineering team, launched first commercial product within 15 months, and filed 3 patents.
- Awarded prestigious Canadian government grant to develop new portable radio solution.
- Built reseller sales channel. Negotiated global contract with Raytheon, exclusive North American mining deal with Becker, and two reseller partnerships in China.
- Negotiated Vital Alert's first \$1 million sale, to a South African explosives manufacturer.

Heather Simmons & Associates, Inc., President **Toronto, 2007 - 2009**

HSA Inc. consulted on sales, marketing, and social media strategies.

- Served as senior advisor to the Board for a media content aggregation start-up.
- Developed Web 2.0 pilot business case for a major bank.

Rogers Communications, Inc., VP Marketing **Toronto, 2006 - 2007**

Rogers Communications, Inc. is a \$12B diversified media company.

- Led 125 professionals responsible for all marketing, online, product development, and project management efforts for the \$600M business-to-business division.
- Negotiated multi-million dollar contract with global IP telephony provider to launch innovative voice-over-IP product for small businesses.

Dell, Inc., Marketing Director and GM **Toronto and Austin, 1992 - 2005**

Dell, Inc. is a \$62B provider of client, server, data storage, and service solutions.

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- General Manager with P&L responsibility for \$240 million Home and Small Business Division for Canada. Drove division from the #8 market share position to #3 in two years. Grew revenues and profits more than 40% each year.
- As head of marketing for Dell Canada, drove consistent branding strategy, demand generation programs, and common marketing measurement strategies across all product lines, from desktops to enterprise solutions. Doubled profits in two years in Home and Small Business Group. Managed \$40M advertising and direct mail budget.
- Developed pricing, product and sales strategy which led Dell to gain over 6 points of North American desktop market share in 18 months and capture the #1 position.
- Created and branded industry's first line of pre-installed software, ReadyWare. Brand drove \$400 million in revenues within 4 years.
- Created Dell Canada's first e-commerce store and drove online penetration from 0% to 30% within one year through innovative online advertising programs.
- Drove 30% reduction in Home segment sales costs by opening Dell Canada's first sales call center in Hyderabad, India.

McKinsey & Company, Senior Associate

Dallas, 1990 - 1992

McKinsey is one of the world's leading strategy consulting firms.

- Developed marketing and finance strategies for large media and energy companies.

Arthur Andersen & Company, Audit Senior

Dallas, 1985 - 1988

Arthur Andersen was one of the world's largest and most prestigious accounting firms.

- Licensed Certified Public Accountant. Earned highest score in Texas on CPA exam.

Community Work

Board of Governors, Branksome Hall

Toronto, 2010 - Present

Member, Capital Campaign and Annual Giving Committees

Board of Governors, O.C.A.D. University Foundation

Toronto, 2010 - Present

Vice Chairman and member, Development Committee

St. Michael's Hospital President's Council

Toronto, 2009 - Present

Raised \$1.5 million to fund a Chair in Voice Disorders Research

Education

MBA, with distinction, Harvard Business School

Boston, 1988-1990

BBA, magna cum laude, Baylor University

Waco, 1981-1985