

# DANNY TUFF

Interim Executive and Management Consultant

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**"High-Impact Business Executive with a Track Record of Turning High-Pressure Situations into Opportunities to Shine. Repeatedly Improving Businesses by *Assessing* the Situation, *Visualizing* the Outcome, *Articulating* the Plan and *Implementing* the Solution."**

## Leadership Competencies

Strategic Planning & Execution	Team Building & Mentoring
Business Planning and Funding	Promotional Campaigns
Marketing, Branding & Channel Strategies	Contract Negotiation
Technology & Product Development	Government Interface
Client & Stakeholder Management	Media & Public Relations
Key Relationship Development	Customer Service Excellence

## Featured Accomplishments

- ◆ **Evaluated** dozens of business plans and led a variety of projects to improve corporate strategy, sales, marketing and business development activities, business planning and financing.
- ◆ **Created** Atlantic Canada presence for D2L including opening a satellite office and hiring new employees. Played key role in business development, account management and general management in Eastern Canada.
- ◆ **Conducted** strategic review for the Board of Directors of Plato Consulting including a complete operational review and provided key strategic recommendations that were pivotal to their acquisition by PwC.
- ◆ **Established** infrastructure, corporate governance, and sales and marketing strategies for innovative start-up. Raised venture capital funding and led selection process for Board of Directors for the company.
- ◆ **Convinced** Hydro One executives to become partners in groundbreaking scientific pilot utilizing the *PowerCost Monitor™*. Over two years, 500 participants achieved savings of 7-10% on electrical bills. Expanded the program to 30,000 Hydro One customers and achieved award winning recognition as a result.
- ◆ **Negotiated** manufacturing agreement with executives at Black & Decker. Was the first product B&D introduced as part of their *Energy Saver Series* and generated millions of dollars in revenue.
- ◆ **Seconded** by a ACOA to join a high-profile Canadian business mission to the United Arab Emirates. Became one of a prestigious 15-person Canadian delegation promoting Canadian firms in the UAE.
- ◆ **Opened** a satellite office in Ottawa to leverage large technology talent base, an extensive business network, and close proximity to major suppliers.
- ◆ **Travelled** extensively throughout North America, China, and the Middle East. Promoted cutting-edge technology and worked with decision-makers at some of the largest utility companies in the world.
- ◆ **Selected**, mentored and coached senior executive team. Held offsite strategy sessions with CFO, VP Product Development, VP Sales and Marketing, and VP Operations to ensure targeted, proactive focus.
- ◆ **Liaised** with leaders in federal and provincial government agencies. Prepared briefs for ministers' offices and built relationships with heads of industry associations in technology, manufacturing and others.

Continued ♦♦♦



*"Danny stands out as a role model for young Canadian entrepreneurs...It's a pleasure to recognize his passion, drive and excellence with this (Entrepreneur of the Year) award."*

- Jean-René Halde, President and CEO, Business Development Bank of Canada

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## Leadership Evolution

### Interim Executive/Management Consultant

2000 - Present

**D. Tuff Consulting, St. John's, NL**

Independent Business Strategy executive offering pragmatic business strategy, planning and execution services. Facilitates corporate strategy planning sessions, conducts situational analysis, completes competitive research and develops comprehensive business plans.

- ◆ 18-month initiative with the Atlantic Canada Opportunities Agency. Managed large client portfolio; analysed and evaluated business cases for multiple funding proposals.
- ◆ Variety of senior roles with leading-edge innovative technology companies including Camouflage Software Inc., IDBLUE, and Plato Consulting.
- ◆ Management, planning and funding assistance for fast-moving enterprises.

### Director, Business Operations – Atlantic Canada

2013 - 2015

**Desire2Learn Incorporated, St. John's, NL**

Responsibilities included directing regional business operations while advancing sales, business development and government relations activities in Atlantic Canada.

- ◆ Managed a professional work environment and culture in Newfoundland and Labrador that built on D2L's Mission, Vision and Values.
- ◆ Supported the hiring of staff for various departments and recommended regional team hiring plans to Corporate HQ. Ensured performance was being managed and performed to the highest standards.
- ◆ Negotiated and managed external vendor contracts and relationships.
- ◆ Supported the selling of high-value, complex solutions to multiple verticals.

### President & CEO/Co-Founder

2003 - 2009

**Blue Line Innovations Inc., St John's, NL**

Introduced PowerCost Monitor™ to the energy sector, pioneering a concept of *real-time energy feedback*. Co-founded company to develop, market and deliver in-home electricity monitors and oversaw rapid evolution into a viable corporation.

- ◆ Hired by Hydro One to manufacture and distribute 30,000 units to its customers. Successful \$4.5M implementation was the largest single deployment of PowerCost Monitors™ to date and led to other major contracts and an exclusive industry award.
- ◆ Devised and implemented customer care program. Worked with an independent call centre business and seamlessly shifted client service to an external location in eight months.
- ◆ Secured contract with Canadian manufacturing company that also had operations in China. Transitioned manufacturing processes to Asia in six months, ensuring high quality and significantly reducing production costs.

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## Business Development & Office Manager

1997 - 2000

**Northland Contracting Inc., St. John's, NL**

Joined management team of heavy civil construction company and was contributor to rapid growth and success.

- ◆ Assumed key project leadership role. Oversaw contracting, purchasing, and ensured safe implementation during construction of hydroelectric generating stations for Algonquin Power and Newfoundland Power.
- ◆ Implemented company's automated financial system and supervised project reporting. Interacted with internal and external auditors, ensuring effective and efficient audit processes.
- ◆ Led diversification strategy. Completed a comprehensive business case for the addition of an industrial division and acquisition of another company.

## Education

### Bachelor of Business Administration

2001

Memorial University of Newfoundland

### Bachelor of Arts, Philosophy and Business Administration

1997

Memorial University of Newfoundland

## Awards & Accolades

### 25 People to Watch in Atlantic Canada

*Progress Magazine*

### The Telegram "20 Questions" Feature

*The Telegram (TC Transcontinental)*

### Innovation in Business Award (2008)

*Government of Newfoundland and Labrador*

### Entrepreneur of the Year Award (2006)

*Business Development Bank of Canada (BDC)*

### Outstanding Energy Efficiency Technology Deployment of the Year

*Association of Energy Service Professionals*

### Media Coverage

*Featured in Time Magazine, CNN, the Wall Street Journal, Fox News, ABC, and other media as shown ⇨*

## Media Coverage



[www.linkedin.com/in/dannytuff](http://www.linkedin.com/in/dannytuff)

