



Victoria Cannon, MBA

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CHIEF EXECUTIVE OFFICER

Billion Dollar Growth • Market Penetration & Domination • Industry Pioneer

“If there is a glass ceiling, then I’m standing on top of it. There are no limits to where I can take this company.” – Excerpt from Cannon-Fire: Risk, Reward & Recognition

Entrepreneurial game changer with a sparkling track record of success in generating revenue, cutting costs, and rescuing ailing monoliths of the corporate world. Widely recognized as a leading light with a Midas touch and raw magnetism needed to inspire confidence in the attainment of operational objectives.

Awards & Adulation

*Named on Fortune’s list of the 50 Most Powerful Women in Business
Listed as one of Time’s 100 Most Influential People in the World
Author of New York Times Best Seller “Cannon-Fire: Risk, Reward & Recognition”*

Attributes & Abilities

- Mergers & Acquisitions
- Strategic & Tactical Planning
- Cost Control & Consolidation
- New Product Development
- Corporate Turnaround & Expansion
- Organizational Growth & Development
- New Market Penetration & Domination
- Management & Financial Reporting
- Visionary Leadership
- Debt/Equity Financing
- Revenue Generation
- Regulatory Compliance

Achievements

Championed the need to diversify the corporate product offering in the face of ever-increasing competition and challenging economic conditions. **Pioneered the development of two patent-protected products which have both become billion dollar brands in their own right.**

Conceived and crystallized a vision for a company facing extinction due to breathtaking speed of change in the technological realm. **Saved the life of a grand old brand name by performing triage in the form of immediate divestment of underperforming entities and drastic portfolio diversification which ultimately yielded 50% of total revenues (\$12 billion) within 5-year period.**

EMPLOYMENT CHRONOLOGY

SUMMIT AGRICULTURAL PROCESSING – Revenues: \$55B USD Chief Executive Officer	2008 to Present
MAXIMUS TECHNOLOGY INTERNATIONAL – Revenues: \$53B USD Chief Executive Officer	2002 to 2008
XERO – Revenues: \$70B USD Chief Operations Manager & Chief Executive Officer	1995 to 2002

EMPLOYMENT NARRATIVE

SUMMIT AGRICULTURAL PROCESSING

2008 to Present

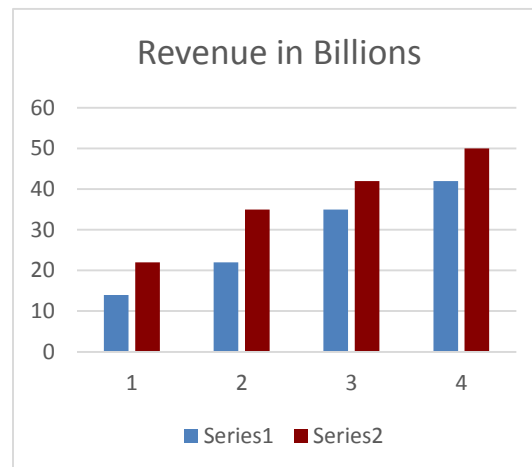
Premier global agricultural processing powerhouse with \$55B in revenues and 25,000 employees in 120 countries.

Chief Executive Officer

Handpicked by the president of the company to deliver unbreakable forward momentum and inspirational leadership to a global powerhouse entering a period of stagnation and slow decline. **Melted the mental chains inhibiting progressive boardroom visioning, revolutionized corporate structure and product offering, and pioneered development & launch of 2 patent protected products boosting sales by billions.**

Actions & Results:

- **Corporate Growth & Development:** Assembled a core team of exceptional talent with the verve and voracious appetite needed to revitalize business. **Personally brokered multiple strategic M&A deals to secure dominant market position.**
- **Research & Development:** Catalyst for the development of patented technology used to refine core commodities. **Company now enjoys virtual monopoly on activity in region due to complete control over means of production & patented refinement processes.**
- **Strategic & Tactical Planning:** Unchained \$2 billion in cash by reducing inventory and selling noncore assets which in turn facilitated the completion of \$4 billion strategic acquisition of main competitor in S.E. Asian marketplace.



MAXIMUS TECHNOLOGY INTERNATIONAL

2002 to 2008

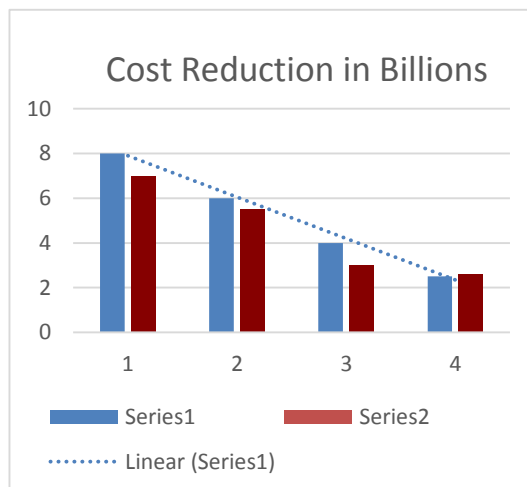
Global provider of hardware, software and services to consumers with 30,000 employees and \$53B in revenue.

Chief Executive Officer

Personally approached by the president of the company to resuscitate the ailing fortunes of a major multi-national suffering from bloated expenditures, wafer-thin internal controls, and a disengaged staff complement. **Embarked on a ruthless course of cost cutting characterized by the divestment of multiple underperforming entities unfit to be associated with the core brand. Saved \$10 billion over 4-years.**

Actions & Results:

- **Revitalization:** Initiated a major review of the organizational structure in collaboration with other members of the executive team. **Championed move towards nimble corporate structure in line with existing cost-cutting ethos.**
- **Morale:** Remained cognizant of the message corporate austerity programs have on staff and instituted innovative employee incentive programs. **Halted the 'brain drain' of key technical specialists & attracted top-tier talent.**
- **Future Prosperity:** Left the company in a healthy financial position with the **core brand positioned for double-digit growth and a talented complement of core personnel.**



Document management specialist that produces & sells hardware and consulting services with \$70B in revenue.

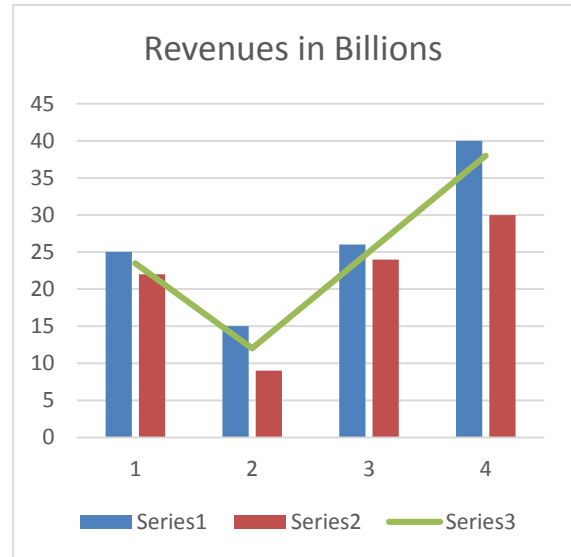
Chief Operations Manager & Chief Executive Officer

Chosen by the board of directors to assume control of global operations in a bid to arrest an alarming decline in revenue resulting from the use of alternative emerging technologies by core customers.

Immediately devised a plan to diversify the product portfolio to include customer care & IT outsourcing services which generated a staggering \$11 billion within a 5-year period. Boosted stock price by 45%.

Actions & Results:

- **Turnaround:** Revamped internal processes and procedures to accommodate new product lines. **Charted revenue growth from a low of \$22 billion in 1995 to a staggering \$70 billion by 2002.**
- **Leadership:** Boldly charted new waters by forging mutually beneficial partnerships with complementary service providers. **Added an additional \$950 million in revenue.**
- **Cost Reduction:** Directed the use of international talent for technical support activities **which reduced personnel costs by 18% without impacting end-user service quality.**
- **Merger & Acquisition:** Facilitated a program of M&A activity which led to the formation of 2 subsidiary companies offering complementary services. **Generated an additional \$1 billion in revenues and eliminated emerging competitors in non-core markets.**



EDUCATION & TRAINING

Master of Business Administration – The Wharton School, University of Pennsylvania

Bachelor of Commerce - Accounting – McGill University, Montréal, QC

PROFESSIONAL AFFILIATIONS

President, Local Chapter (2004 to Present) – Women in Business

Member (Since 1992) – The Quebecor Society of Business Professionals

Member (Since 2002) / Treasurer (Current) / Past Chair, Development (2013) – Montréal Board of Trade

Chair, Competition & Assessment (2010 to Present) - Young Entrepreneurs Association of Montréal

COMMUNITY INVOLVEMENT

Mentor (Since 2002) – Youth Leadership Program, Montréal Board of Trade

Founder & Director (2002 to Present) – Females in the Boardroom Support & Mentorship Program

Event Organizer (2008 to Present) – Montréal Arts Theatre Club

Justification

Victoria is one of the foremost executives in her field which is due to her strong track record of success in pioneering growth for companies already on an upward trajectory, in addition to those in decline. Her ability to turnaround underperforming enterprises is where she largely made her name. She succeeded in doing that in large part due to her bold and sassy personality and ability to make tough, and sometimes controversial business decisions. As a result of this I've chosen to dominate the document with a deep burgundy to capture that inner fire, drive, and will to win that has characterized her rise to the summit of her profession.

The logo beside her name conveys the heights that she has scaled and the quotation used from her book is used in part to exhibit that fearlessness and refusal to accept limits placed upon her either as a business professional or as a woman in business. Although the document runs to three pages, it is as succinct as we were prepared to accept. The focus in the content is on the challenge, action, and result in each role.

Victoria has no intention of leaving her current role, at least until the line of succession has been clearly established in the run up to the retirement of the president. She wants an updated resume on file in the event that circumstances dictate the need to have one ready to use. As she is not actively pursuing opportunities there are no results to share.