

# LAWRENCE (LARRY) DIAMOND

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*Business success in varied environments, with a common thread of expertise in marketing and management. Ability to identify 'niche' markets. Entrepreneurial passion has been a key ingredient that ensured dedication and consistent application of these talents to growth and profit. Serious consideration of objectives and challenges, with a mature dynamic attitude, have resulted in innovative business development and success.*

## **IBM – (1967-1978) SALES REP / STAFF SUPPORT-COMPETITION / MARKETING MANAGER**

- successfully added many retail and apparel new accounts to list of clients
- **as Marketing and Project Manager WORLD'S FIRST Beta implementation of retail UPC scanning system in Montreal supermarket (my team worked in Raleigh RTP in developing controller software for several years) then follow-on total chain introduction**
- managed award winning IBM Shows highlighting new technology introductions (best booth....)
- accumulated many sales and marketing awards servicing many industries (including retail)

*All of the following businesses were initiated and managed by myself and successfully generated profits for all involved. Utilizing gained talents, capabilities and applying management expertise grew these businesses quickly while positively affecting the bottom line. Applying management organization, creative design, staffing, computing systems, and implementing professional production, logistic, sourcing, financial systems were an integral part of growing these companies, to exceed over \$50,000,000 in total revenues.*

## **REAL ESTATE- (1978-1997) CEO**

- **started residential construction company in JV with Belcourt (Dave Zunenshine)**
- applied US model and sales techniques to nascent Quebec marketing environment
- developed new subdivisions with 100s of sales and profits in West Island suburbs
- in Ottawa (new company) generated sales and delivered dozens of single family homes
- in DDO developed high end custom housing with significant following and profits
- managed high end multi-million\$ renovation projects in exclusive Westmount neighborhood

## **CONSUMER PRODUCTS- (1997-2002) CEO**

- took over, grew defunct 8 year old company (max \$800,000 sales) to \$15,000,000 within 5 years
- **filled niche where incumbent suppliers were not presenting innovative design/price scenarios**
- penetrated most large retailers in NA (Costco/Target/Sam's Club/Walmart/BJs/Bed Bath Beyond..)
- developed/staffed (0-15) high level design/importing /logistics company to satisfy sophisticated retailers

## **CONSULTING – (2003-2006) CEO**

### **PREFAB HOUSING- (2007-2011) CEO (see article: ROGERS BUSINESS CONNECTION MAGAZINE)**

- **started business, internet based and supported primarily through inbound telephone sales**
- sold over 500 framing systems (Canada/USA) with minimum resources (\$10 million in 4 years)
- utilized computer systems (Excel/Word/Outlook/Filemaker/Cloud) to minimize staff
- developed 24/7 support, delivered quality product and professional services to hundreds
- all product/delivery brokered to many vendors throughout North America (no inventory/no bank/no people/no receivables/no production/all funds from sales in advance before production)

## **SENIORS MARKET – (2012- ) CEO**

- study niche business opportunities in this exponentially growing challenging market
- first phase developing a simple unique universal TV remote control (better than available)
- **concentrating original design on superior user interface, adoption and filling precise need**