

Barry McCann

New Initiatives Leader at

Colorado Springs, Colorado Area, CO, US

**Barry McCann, New Initiatives Leader / The Idea Guy Who Gets It
Done™**

Biography

Innovative, confident, results-driven leader who champions business development ideas. Unique ability to form, articulate, and execute winning strategies with strong knowledge across all functional areas. Expertise and operational experience in desktop software/online application development; marketing and sales; product and brand development and management; project management; inventory, purchasing and importing; lean manufacturing and process design; litho / digital printing and finishing; direct marketing and fulfillment operations; account service and communications. Fearless, effective leader with direct or matrix teams. Professional-level public speaker and facilitator. Ever-curious and ambitious.

Core Competencies

- ? Brand Strategy, Development and Execution
- ? Business Development
- ? Client/Account Management
- ? Communication, Written and Verbal
- ? Contract Negotiating And Writing
- ? Customer Communications
- ? Data Manipulation and Analysis
- ? Digital/Litho Printing and Finishing Processes
- ? Direct Marketing ERP (Retail.Com, Ecometry)
- ? Functional Specifications Writing
- ? Inventory Optimization Strategy
- ? Leadership, Compliance and Performance
- ? Marketing Campaign Development / Analysis
- ? Marketing Creative Development
- ? Online Web-To-Print Applications
- ? P&L Development and Analysis
- ? P&L Responsibility
- ? Partnership Development and Management
- ? Personalization Workflow Processes
- ? Purchasing and Forecasting
- ? Lean Process Design and Redesign
- ? Product/Software Development
- ? Productivity Analysis
- ? Project/Product Management
- ? Software Development
- ? Startup Business Initiatives
- ? Strategic Planning – Customer/Market Research and Innovation Development
- ? User Interface Online Workflow and Design

Personality Attributes

- ? StrengthsFinder: Input. Ideation. Activator. Achiever. Learner.
- ? DISC: High I, persuader/counselor pattern
- ? CR&T: Practicalizer (high creative, moderate risk)

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Direct Marketing, Program Development, Printing

Affiliations

Direct Marketing Association (DMA), Strategic Alliances BNI Chapter member, Chamber Rising Professionals, Colorado Springs Chamber of Commerce Business Leaders Roundtable, Kettle Creek HOA Director-at-Large, Toastmasters International

Sample Talks

Pulling out your hair? You Need a WIG (a Wildly Insane Goal) to Focus Your Time and Money

Synopsis: Most of us don't realize the incredible constructive — and destructive — power of words, especially in a business environment. In this insightful and practical workshop, we'll examine creative statements from successful leaders, as well as the critical elements that make a strong future-making declaration. Believe it! If you say it, it can happen.

Education

Baylor University

Master of Arts English Literature

Baylor University

Bachelor of Arts Psychology

The Mercersburg Academy

Diploma College Prep

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