

## Stratford Managers Profiles

### What Are Your Business Challenges? Stratford Managers Can Help

**AS A SENIOR EXECUTIVE**, what keeps you up at night? Whether you are an early stage company grappling with volume commercialization, an established corporation targeting new markets or a business growing through M&A, without the necessary experience and resources, you're facing more risk than you'd like. When everyone is working harder but the business is just not responding, it is time to get outside help.

Stratford Managers Corporation helps senior executives achieve better results both individually and for their businesses. Unlike traditional management consulting firms, Stratford's operationally accomplished senior managers provide hands-on implementation and operations plus ongoing advisory services that deliver results. Our services include:

- Executive business counselling
- Management effectiveness
- Business planning
- Sales acceleration and performance
- Marketing strategy
- Lead generation campaigns
- Financial operations and due diligence
- Intellectual property management
- Interim executive management

Our high-performance senior managers "embed" themselves within your organization to give you the talent and resources you need to make quick and lasting progress. We work with you to analyze your challenges, recommend solutions and take action, implementing the processes and training required to ensure that success is sustained.

The Stratford methodology, derived through decades of collective senior management experience in innovation-based businesses, is grounded in proven management practice. As virtual members of your management team we become accountable for the success of your business, giving you the straightforward advice and solutions you'd expect from colleagues who themselves have sat in your chair.

Meet the members of the high-performance Stratford Managers team.

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**Jim Roche**  
**Head of Corporate Strategy and CEO**

Jim is a serial entrepreneur with over 25 years of experience with companies built for innovation. He has an impressive record of corporate success, often in turbulent times. He is a founding member of Newbridge Networks (now Alcatel-Lucent), started Tundra Semiconductor, and founded Stratford Managers. Jim is a sought-after speaker, teacher, board member and mentor.



**Doug Michaelides**  
**Head of Marketing**

Doug has extensive P&L experience and a diverse background in marketing, sales, product management, and professional services in technology-related businesses. He has a 25-year record of leading new ventures and businesses in transition, implementing market strategies to deliver revenue growth and profitability. Doug holds a B.A.Sc. in engineering and an MBA.



**Norm Paquette**  
**Head of Finance and CFO**

Norm is a highly-regarded financial leader with extensive accounting and finance experience. Over the past 25 years his accomplishments include completing a number of strategic acquisitions and growing a company from start-up to IPO with follow-on financing. Norm also spent 10 years at Deloitte helping clients from many sectors. He is a Chartered Accountant.



**Joe Connelly**  
**Head of Sales**

Joe's 20-year career spans building and empowering sales organizations, strategic account management, and sales channel development. He has extensive international experience (Europe, Asia and North America) working with start-ups and billion-dollar companies. While at Motorola Semiconductor Europe, under Joe's direction, sales grew 50% to \$250M.



**Natalie Giroux**  
**Practice Leader of Intellectual Property and Network Engineering**

Natalie has over 22 years in the high technology industry, including deep background in the use of intellectual property. She holds 14 patents and 4 pending applications and has authored two technical books. Natalie has an M.Sc. in Computer Science and a B.Sc. in mathematical Computer Science from Université Laval. She is fluent in French and English.



**Kurt Weber**  
**Director, US Sales**

After a successful career in engineering, Kurt made the move to sales management in 1994. He is the consummate technology sales professional with a career spanning many high-technology organizations, where he built sales teams, established strategic account programs and grew market share.

If you want to take the performance of your business to the next level and are looking for experienced managers to help, please contact Stratford Managers today for a no obligation consultation.

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