

GEORGE SMITH

EXECUTIVE PROFILE

Analytical, forward-thinking **RESEARCH & DEVELOPMENT STRATEGIST** with a 13+ year track record of successes spearheading and driving the development of cutting-edge products for the defense & aeronautic industries. Draws on cross-functional state-of-the-art science in ergonomics and human factors, developing breakthrough research and design strategies to efficiently take new products from concept to client.

Superb strengths in financial and technical analysis to ensure that product definitions are both feasible to manufacture and commercially viable. Collaborative leader delivers coaching targeted to individual strengths & weaknesses to optimize team performance. Proven ability to analyze market dynamics, customer demands and competitor activities, and position a company's product offerings to take advantage of niche markets and emerging opportunities.

RECORD OF ACCOMPLISHMENTS

PRESIDENT, INVENTOR, AND R&D DIRECTOR **2003 - Present**
State-of-the-Art Protective Clothing Inc., City, QC

Founded and developed this leading-edge research & development firm and manufacturer of state-of-the-art riot, training & tactical gear and cooling systems for military, industrial, law enforcement, and corrections sector clients.

- Oversees 4 R&D employees including a Project Manager, equipping them with the training and strategic direction to drive development of first-class products.
- Defines directions and cost parameters for new product initiatives, and guides technical teams through design and development to meet deliverables.
- Ensures the technical feasibility of proposed solutions, evaluating advantages over existing products to inform go-to-market and sales strategies.
- Assumes leadership for sales planning & forecasting, analyzing sales metrics to identify key revenue-drivers and refine prospecting techniques.
- Sources and cultivates major accounts with law enforcement & military outfits both domestically and in 40 global markets, building strong partnerships with Senior Procurement Managers to generate repeat business.
- Leads product launches in Canada & abroad, identifying high-value distribution channels and steering engaging marketing strategies to foster business growth.
- Serves as a subject-matter expert to the Canadian Standards Association (CSA) on the Blunt-Trauma Protection Equipment (CSA-Z617) and Ballistic Helmet and Behind the Helmet Blunt Trauma (CSA-Z613) Technical Committees.

PROJECT HIGHLIGHTS

- **P69 Exoskeleton Biomimetics Load Distribution:** Based on mechanical levels, biomimetics, and high-end ergonomic principles, this light carbine fibre device reduces fatigue by distributing surplus loads from the muscular system to a series of small gears. Similar to the mechanisms of a 10-speed bicycle, this device is powered by human muscles rather than pre-existing hydraulic power exoskeleton systems.

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CONTACT

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AREAS OF EXPERTISE

Strategic R&D Planning
Advanced Ergonomics
Human Factors
SR&ED Principles & Protocols
Anatomical Thermoregulation
Biomechanics & Biomimetics
Budgeting & Forecasting
Impact Management
Environmental Analysis
Global Defense Markets
Training & Leadership

EDUCATION

MASTER & DOCTORAL PROGRAM
Design Innovation in Biomimetics
University for Graduate Studies in Management

Expected Completion 2013

Certificate: Fundamentals of Body Armour, 2003
Protection Corporation

Courses in Physical Education, 1997-2003
Université du City, QC

National Coach Level 1 Martial Arts, 1994
National Coaching Certification Program (NCCP)

Diploma, Social Science, 1990
Example College

PROFESSIONAL AFFILIATIONS

Human Factors & Ergonomics Society (HFES), Since 2001

Canadian Standard Association (CSA), Since 2000

Biomimetics Network for Industrial Sustainability (BIONIS), Since 1997

Canadian Professional Sales Association (CPSA), Since 1997

RECORD OF ACCOMPLISHMENTS CONTINUED...

PROJECT HIGHLIGHTS with STATE-OF-THE-ART PROTECTIVE CLOTHING Continued...

- **P70 Military Personal Core Computer:** This lightweight, wearable central computer connects to all other electronic devices, and offers ergonomically enhanced exterior design informed by human factors. Critical design factors include the human interactional challenges of using electronics (e.g. button function confusion), and human aspects and challenges of wearing and/or carrying electronics (e.g. discomfort due to shape of components).
- **P63 Use-of-Force Scenario Helmet:** Compared with formerly available training simulation helmets, whose protective capacities after extended use failed to approximate those of duty gear, this helmet's impact resistance outpaces a football helmet more than fourfold. The one-size-fits-all device offers equal protection to the giver and receiver of impact, eye protection, and ventilation that reduces heat & fogging and promotes fresh air circulation.

PRESIDENT, R&D DIRECTOR, AND SALES DIRECTOR

1997 – 2003

State-of-the-Art Equipment for Martial Arts Inc., City, QC

Singlehandedly established this highly successful firm, generating a widespread industry reputation for innovation in the development of protective clothing and equipment for self-defence milieus.

- Harnessed a natural aptitude for cost-effective, customer-centric research and development to foster continuous growth, increasing bottom-line revenues by 20-30% year-over-year.
- Established and implemented strategic multi-year plans, corporate policies, procedural frameworks, and financial controls to ensure consistently sound research and exceptional project deliverables.
- Devised winning marketing strategies to capture distributor and end customer interest in newly developed products, emphasizing enhancements on existing competitor products to boost market share as well as sales figures.
- Selected as a delegate for then-Prime Minister Jean Chrétien's "Team Canada" trade mission in 2000 to promote Canada's business interests in Japan.
- Achieved capital gains on sale of 75% of State-of-the-Art Equipment for Martial Arts in 2003, re-engineering the company's area of interest to focus on protective clothing for law enforcement and military end users.
- Secured a partnership with the National Research Council of Canada to develop the first two products in State-of-the-Art Equipment for Martial Arts' arsenal.

PROJECT HIGHLIGHTS

- **P2 Tegman Anti-Trauma Personal Protection Equipment (PPE):** This flagship product line proliferated to include 20 unique models designed for clients including the RCMP, New Zealand Federal Police, Toronto and London Metropolitan Police Forces, and a variety of military organizations.
- **P15 Personal Cooling system:** This slim mesh-textile and foam unit facilitates air circulation and evacuation of heat and sweat produced by the human body, and fits comfortable under police & military tactical protection clothing.

ADDITIONAL EXPERIENCE

HEAD SELF-DEFENSE INSTRUCTOR & 4TH DAN BLACK BELT, *Université du City, QC, 1996 – 2000*

TEAM LEAD SECURITY GUARD, *Steele Security, City, QC, 1996 – 2001*

**VICE-PRESIDENT & GENERAL MANAGER (1994-1997) ▪ VICE-PRESIDENT & STOCK MANAGER (1990-1994)
MECHANIC, HEAVY EQUIPMENT & AERODYNAMICS (1985-1990)**

Les Équipements Aerodynamiques Ltée, City, QC