



2023 Board of Directors Statement of Interest

RONNIE FOXCROFT JR.



With significant business experience, Ronnie Foxcroft. has proven himself successful as a leader in sales and business development leadership, enhancing operational and technological process and systems at two outstanding locally based businesses rooted in the community serving global markets, Fox 40 international and Fluke Transport.

Through vision, energy and action, Ronnie has kept a focus on national and international market trends, technology strategy, brand development and customer experience. In time, Ronnie has affected critical change within two outstanding, caring and community-oriented established organizations.

A strategic thinker, Ronnie maintains a view to the broader organizational goals as well as ensuring daily operations are running smoothly, while maintaining a steadfast focus on all financial statements, operational plans and budgets. Beyond sales and business development, Ronnie works actively within the marketing team, pursuing innovative trends in a fast-paced and ever-changing digital marketing realm. Ronnie's proven ability to engage and motivate employees with the highest standards of integrity and respect towards hard-to-reach goals ensures the year over year success of the sales team. This success, is due to his "all hands-on deck" mindset. On any given day, Ronnie can be found in the warehouse moving shipments, in the office negotiating contracts, and at the executive table, advising and participating in substantial decision-making and HR affairs.

Born in Hamilton, Ronnie cares greatly about his community, demonstrating this through membership of the local Chamber of Commerce and supporting Youth Sports programs such as the Hamilton Halton Junior Golf tour and refereeing local youth basketball leagues. Ronnie also participates in activities with underprivileged youth in the community through various organizations such as, City Kidz, Liberty for Youth and Eva Rothwell Centre.

As a member of the Tandia Financial Community, Ronnie is seeking board election to serve his fellow credit union members in an informed, proactive and positive way. For Ronnie, he believes his role is that of an advisor, mentor and business leader who brings about positive influence within the walls of an organization and out in the broader community. Given the diversity of both the organizations Ronnie has been apart of, he has developed a diverse skillset and business acumen that would be valuable within a director's role for the Tandia Financial Credit Union. Serving as a director would be a willing challenge to grow personally and professionally, while having the privilege of helping Tandia meet its short- and long-term organizational goals.



RONNIE FOXCROFT JR. - RESUME

PROFESSIONAL PROFILE

Sales and Business development leadership with exceptional communication and influencing skills. Critical and strategic thinker, with an eye to market trends and technology advancement. Proven ability to engage and motivate employees towards hard-to-reach goals. Successful record of leveraging progressive technologies for the overall benefit of the brand, customer & on-line experience. Well-developed analytical skills, determined to identify mutually beneficial solutions for internal and external stakeholders. Driven to affect positive change within business and the broader community.

Areas of Expertise:

- Sales and Business development
- Market trends analysis
- Business Acumen
- Inventory Management
- Brand Marketing
- Project leadership
- System Implementation
- Technology advancement
- Revenue and Profit analysis
- E-commerce and web applications
- Human Resources Management

EDUCATION & TRAINING

- Bachelor of Arts (Honours), Wilfrid Laurier University 2015
- Canadian Professional Sales Association, Professional Selling 2016

CAREER OVERVIEW

Fox40 International, Hamilton, ON 2014 to present
Business Development Manager & Director of Sales

Established in 1987, Fox 40 International is a search and rescue, marine safety, personal safety and sporting goods manufacturer. Fox40 developed an innovative and reliable product that revolutionized the requirements of the whistle and changed the industry forever. Over the past quarter of a century, Fox 40 International Inc. has continued to innovate and revolutionize with their product offerings focusing on their corporate objective to continuously improve to meet or exceed our customers' expectations on time, every time.



RONNIE FOXCROFT JR. - RESUME

CAREER OVERVIEW cont'd

- Advise on, and participate directly into critical business decisions made by the leadership team.
- Lead, hire, develop and mentor a team of sales representatives, customer service and warehouse staff.
- Oversee the performance of the sales team, ensuring accountability for sales targets and customer satisfaction.
- Develop organizational growth strategies and plans leveraging market and trend analysis
- Review and discuss quarterly and annual budget reports, oversee and manage our capital expenditures/profit and loss.
- Lead the development and launch of the annual product online/physical catalogue, directing internal resources such as our in-house designer and buyer. This process includes developing pricing, layout and communication to our priority clients.
- Transform the Fox40 e-commerce business by overhauling existing Canadian and international sites, including the successful launch of foxshopUSA.com resulting in an immediate sales increase of 247%.
- Reduce availability of illegal counterfeit Fox40 products through the development and implementation of the 2020 E-Commerce Anti-Counterfeiting strategy, intended to prevent a negative brand impact.
- Drive the development of relevant and accessible business technology, including the launch of the new Fox 40 Coaching Application to be distributed via the Apple App store.
- Initiate and negotiate significant contracts, pricing, shipments etc. with various business partners – finalized the recent partnership agreement as the sole North American distributor of Sniper Skin sporting good products.
- Improve and re-engineer business processes such as in-sourcing of Fox 40's new imprint division resulting in improved print quality and significantly reduced print costs by 80%.
- Inform strategy and decision making by conducting thorough research into business opportunities and financial ratio analysis.
- Connect with leaders in various industries to identify product and market trends regionally and internationally.
- Produce annual and periodic business reports, with related financial and customer data.
- Key business relationship manager for the Fox40 North American buying group accounts, in addition to critical accounts such as Home Hardware, Home Depot, and Pro Hockey Life.
- Connect directly with key decision makers of Officiating Management for the NBA, NFL, NCAA, NHL, CFL & FIBA.



RONNIE FOXCROFT JR. - RESUME

SIGNIFICANT ACCOMPLISHMENTS

Lead the completion of numerous strategic partnership agreements including: Canada Basketball, Ontario Minor Hockey Association, U Sports and USA Wrestling. These partnerships resulted in heightened brand awareness and a secured status as the Official Whistle Provider and Coaching Board for these partners.

Boost overall product line through leading the full cycle development of numerous Fox 40 products. A recent development is the Fox40 Stand Up Paddle Safety Kit. I sourced materials and identified a partner manufacturer, while securing sales through Canadian Tire. With a sold out first production run, the popularity of this product has continued for over 3 years with sales in both domestic and international markets.

Fluke Transportation, Hamilton, ON

2014 to present

Business Advisor

Since 1920, Fluke Transportation has evolved from shipping to a full-service logistics, warehousing and transportation organization. Fluke offers the ability to supplement and outsource end to end logistics, with transport capabilities reaching across Canada.

- Advise on, and participate directly into critical business decisions made by the leadership team
- Review and discuss quarterly and annual budget reports, providing commentary and recommendations for overall improvement and business opportunities
- Requested to participate in leadership hires, ensuring manager level hires are aligned with Fluke mission and values
- Created a significant business opportunity by helping implement Fluke as a third-party logistics (3PL) partner. This allowed Fluke Transportation to initiate new sources of business with a meaningful revenue channel.

VOLUNTEER & CHARITABLE COMMITMENTS

- Referee for Liberty for Youth & Eva Rothwell charity Basketball Games
- Assistant Co-ordinator of Hamilton Halton Junior Golf Tour
- Cherry Hill Youth Golf Camp
- World Vision Sponsorship - 2 children