

*Personal resume of*  
**Douglas Barry Lacombe, MBA**  
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## **Professional Experience**

### **2009 – present President, communicatto**

Independent consultant who assists companies with social media, digital marketing, public and investor relations. Specialties in social media and integrating digital media into a traditional media mix. Offer a mix of planning, writing, speaking, and training to corporate customers. Produce strategic plans, copywriting, keynotes, seminars and training sessions.

### **2004 – 2009 Vice-President, Western Canada, Canada NewsWire (CNW Group)**

Responsible for sales and service for Western Canada (Manitoba to BC inclusive) for CNW Group representing approximately \$12 million in revenue. Five direct reports including two sales managers, one each in Calgary and Vancouver, and each with their own sales team. Under my direction Prairie region revenue doubled from \$4 million to \$8 million between 2003 and 2007, while managing through restructuring, centralization, and an office move. Took charge of and halted revenue loss in BC and restored corporate reputation between mid-2007 and 2009.

As an Executive Committee (ECOM) member I helped steer CNW, developing sales and marketing strategy, compensation plans, core systems, and service offerings. I co-sold with Account Executives to senior communications professionals (Investor Relations and Public Relations). I actively participated in industry associations (CIRI, CPRS), conferences, seminars and events, and acted as an ambassador for CNW to the community. In addition to the above sales and public relations functions, each year I worked with the marketing team to create, manage, and deliver “Breakfast with the market” and “Breakfast with the media” events.

### **2001 – 2003 Manager, Enterprise Marketing, TELUS Mobility**

Instituted product marketing strategy for wireless voice, Internet and data solutions specific to the enterprise segment. Set marketing mix, guided product development, promoted product line and TELUS Mobility in trade shows, developed collateral, planned and hosted customer events, set pricing, developed channel strategy, launched sales campaigns and special incentives, analyzed marketing mix results. Developed communications and marketing plans for new 3G network launch. Delivered sales training and provided sales support to strategic accounts.

### **2000 - 2001 Director Internet Applications, net-linx Publishing Solutions**

Set Internet product strategy. Established Internet publishing product offering. Negotiated supplier contract and oversaw relationship. Managed product development. Implemented processes for training, installation, product support, and sales support. Developed marketing plan and materials for new product suite. Built and managed a team of professionals to sell, demo, install, and support net-linx software.

### **1995 - 2000 Electronic Media Manager, The StarPhoenix**

Created and launched on-line newspaper product ([www.TheStarPhoenix.com](http://www.TheStarPhoenix.com)). Developed comprehensive business plan for electronic publishing. Trained production staff in web page coding (HTML), layout, and design. Planned and launched electronic subscription business to federal government. Planned and implemented Internet connectivity for LAN. Installed and configured Wingate Proxy server ("firewall") on Windows NT 4.0 platform. Provided desktop Internet access for users on the LAN. Planned and set up Internet server (e-mail, ftp, web, and DNS server). Continuous monitoring of user feedback. Ongoing management of interface re-design and editorial content. Responsible for sales and marketing of The StarPhoenix Online and associated services. Planned or built over 100 websites.

### **1994 - 1995 New Product Sales Supervisor, The StarPhoenix**

Executed sales strategy for new products. Supervised three sales people. Sought out special section advertising sales opportunities. Created promotional events/themes around which to sell advertising. Coordinated a team of writers, artists, and production staff. Developed sales support material.

### **1989 – 1994 Promotional Sales Supervisor/various positions, The StarPhoenix**

Increased sales by \$200,000 in 1993 over 1992. Developed marketing programs and made media buying recommendations to clients. Sought out special section advertising sales opportunities. Created promotional events/themes around which to sell advertising. Supervised a staff of four. Coordinated a team of writers, artists, and production staff. Co-op advertising and market research analysis. Setup of Macintosh based presentation system "Ad Director".

## Education

Masters in Business Administration  
University of Saskatchewan, 1999

Bachelor of Arts (psychology)  
University of Saskatchewan, 1989

Administering Windows NT 4.0  
Heinze Institute, 1999

Supporting Windows NT 4.0, Core Technologies  
Heinze Institute, 1999

Networking Fundamentals  
Compumaster, 1998

Administering Windows NT  
Compumaster, 1998

## Activities

Co-founder, Third Tuesday Calgary (social media group)  
2008/2009/2010

Volunteer  
CIRI, 2006/2007/2008/2009/2010

Director, (prior years volunteer)  
CPRS Calgary, 2005/2006/2007/2008/2009/2010

Director, Communications  
CMA Calgary, 2009/2010

Volunteer, Calgary Reads  
2009/2010

Volunteer, Marketing Committee  
Saskatoon Chamber of Commerce, 1996

Volunteer, ESIS Program,  
Junior Achievement, 1995, 1996

Computer Trainer/Consultant  
1994 - 1995

Instructor, "Introduction to the Internet"  
Kelsey Institute & Western Business Machines, 1994 -  
1995

Volunteer, Sponsorship Committee  
Saskatoon Freenet  
1994 - 1995

Volunteer Coordinator  
PR, Newsletter, Fundraising, Volunteers  
Child Find Saskatchewan, 1988 - 1991

## References

Available on [LinkedIn.com](http://www.linkedin.com) or available upon request

## Published in

Currently a columnist for The Saskatoon StarPhoenix:  
<http://bit.ly/83M7Tw>

IABC "The Current"  
CPRS "HOTwire"  
Canadian Marketing Association  
Techvibes.com  
Saskatoon Sun  
Saskatoon Mirror  
Trade and Commerce Magazine  
University of Saskatchewan Sheaf

Samples available at  
<http://douglacombe.com/site/samples>