



Contact

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🌐 [LinkedIn](#)

🌐 [Website](#)

Education

BA, History

University of Derby, UK

September 1995 – June 1998

Core Values

- Integrity
- Ownership
- Resilience
- Empathy
- Humility

Rich Evans

Executive Leader | Unlocking Business Potential with Strategic Vision & Tactical Execution.

Overview

Innovative and results-oriented operations leader with a proven track record of driving business success. I specialize in devising and implementing strategic initiatives that optimize operational efficiency while accelerating revenue growth..

Creating and maximizing involvement and output from teams, delivering consistent improvements in metrics, driving repeat business and growth. A motivating and empowering leader who sets a standard. Leads with the core values of Respect, Ownership & Integrity.

Experience

Chief Operating Officer

Cloud Metric | Telecom Metric | Service Cloud Canada

June 2024 – Present

Formulating and executing company Vision, Mission & Values, creating a structured roadmap to ensure delivery on company vision over the next 3 years, aligned with company revenue and organizational growth targets. Ensuring long range strategic planning, coupled with effective and results driven tactical execution. Mentoring leadership team. Overseeing M&A planning, and implementation. Bringing a data-based approach to decision making. Strengthening SOPs in technical support, and project management departments. Breaking down silos through effective communication. Creating a mentality of ownership throughout the team. Implementing feedback loops into day-to-day operations, to improve customer experience. Accelerating outcomes through decentralized command. Building a winning culture. Creation of a client success department in line with a customer centric outlook.

Chief Operating Officer

Maxsold – North America

December 2021 – May 2024

Responsible for the company revenue generation partnerships, support & field operations. Focused on ensuring profitable growth of the business and ensuring that all company KPIs are delivered on. Driving the customer journey forward to ensure industry leading customer experience. Oversaw the streamlining of SaaS tools. Expansion of business into US markets. Part of the executive team that secured series B and B2 raise. Navigated company to successful sale. Creating a culture based around integrity, respect, and ownership.

Business Expertize

- 1.Strategic Vision
- 2.Tactical Execution
- 3.Operational Excellence
- 4.Cross-Functional Collaboration
- 5.Customer Focus
- 6.Revenue Growth
- 7.Culture Building
- 8.Project Management

System Knowledge

MS 365 | Ninja RMM | Veeam | Zendesk | Jira |Twilio | Slack | Atlasian | Power BI | Tableau | Google Suite | Outlook | Oracle | Callingly | Ring DNA | Twilio | Zoho | Salesforce | MS Projects

Vice President

Neptune Retail Solutions – Canada

January 2017 – November 2021

Overseeing all field operations and personnel in Canada. Ensuring standards delivered against \$100M+ retail relationships. Responsible for a team of 3 market managers, 17 Areas Managers, over 500 In Store Representatives – and 6 Clerical / Admin Supports in Canada. Relationship building between field and sales / technical support / analytical teams / training and development teams & human resources department – to ensure identification of growth opportunities for the business, maximized team development and performance, and adherence to all Canada employment policies and procedures. Full fiscal planning responsibility for Canada.

Full Time Consultant

Relentless Impact Leadership – United Kingdom

June 2015 – June 2016

Delivering fractional COO / VP services to businesses across a wide range of industries. Bringing over 25 years of operational leadership experience from Europe, Middle East, SE Asia, and North America. Specializing in delivering game changing strategic and tactical operational planning and execution, to allow you to unlock the full potential of your business and your teams.

Program Manager

OMSG – Iraq & Afghanistan

January 2008 – June 2015

Responsible for overseeing 12 sites throughout Afghanistan and Iraq. Geographical area of responsibility included Anbar Province / Western Iraq / Kabul, Northern & Eastern Afghanistan. I had 14 team members reporting to me over 14 sites, in a challenging environment. I was accountable for delivering all metrics within the area for the business, which supplied direct vehicle sales to military personnel. I delivered no less than 120% of sales and delivery targets, each fiscal year. Responsible for maintaining relationships with all levels of military personnel, and civilian contractors. I created and implemented training and development plans for all team members.

General Manager

Promo Seven – Bahrain

February 2003 – January 2008

General Manager overseeing the island's two top late-night destination venues. In my time in the position, I was responsible for growing both revenue and profit margins and overseeing a large multi-national workforce. I established the venues as the number one entertainment locations on the island, with various high-profile indoor and outdoor events including the Official Formula One Fashion TV Grand Prix After Parties, Ministry of Sound, Hed-Kandi, and various high-profile live acts from Europe and the US.

LinkedIn



Website



General Manager

The Rank Group

June 1998 – January 2003

Responsible for expanding business and maintaining standards.

Responsible for 3 new openings of 3000 capacity venues, from planning stage through to end delivery of the project. Licensee for a total of 6 venues during my time with company. Successful in establishing and maintaining professional relations with all local authorities, to include environmental health, local police & fire officers and health and safety officers.
