



Nick Romano, B. Eng. Mgmt.  
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To whom it may concern,

As the cofounder and CEO of several of my own companies, I have spent the bulk of my career growing and ultimately exiting my own businesses. I'm currently providing advisory services to technology companies while I look for my next operational leadership role. As an accredited investor I would also consider a personal investment in the right opportunity.

I am an accomplished CEO, senior enterprise technology executive, outside Director, and Advisor delivering successful outcomes through leadership, integrity, innovation, and empowerment for over 20 years. I leverage extensive experience in corporate governance, P&L oversight, formulating and executing cross-functional strategic plans, developing go-to-market strategies including product, marketing and sales. A revenue driven executive with a technical foundation and strong sales acumen focused on growing and scaling companies whether organic or externally funded.

I have the experience from early stage start-up through to scaling a global B2B SaaS technology company including raising outside capital. I know first-hand the challenges at each stage and how to transform the people, processes and platforms of the business over time to ensure success.

My leadership style is simple yet effective. A good team is always more than the sum of its parts. It's about finding the right people and empowering them to i) make decisions, ii) take the initiative, iii) ask for help when needed and iv) provide help even when not asked. My metrics-based strategic planning process is called the MasterPlan. This annual planning exercise works for teams of any size and at any stage. The MasterPlan lays out the team objectives and breaks them into quarterly measurable Sprints. When executed everyone knows what they need to be doing to deliver on their goals and the impact their work has on the company goals. This process will provide the discipline required to grow, operate at scale and provide transparency to employees, shareholders and investors.

I currently sit on the Advisory Board to the Engineering & Management program at McMaster University and was recently honored by McMaster University's Engineering Faculty as being one of their Top 150 Distinguished Alumni for the role we've played in shaping Canada and the world.

I would be delighted to speak with you and the team about my qualifications at your earliest convenience!

Sincerely,

Nick Romano