

# Malcolm McKinnon

Consultant



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I'm an Oxford MBA with 25 years of professional experience managing challenging projects with a similar strategy: solid research, financial model, operational changes, and change management. From leading ERP implementation projects, to piloting new processes, to launching products, my experience is diverse by industry and experience.

I've negotiated third party services like manufacturing and logistics and integrated them with technology, marketing, and customer service all in the name of launching a product. I've unstuck service companies and helped them scale up to 5 times their original size – all while improving their profitability by introducing more efficient processes leveraging technology.

I've been a VP IT of a building materials distribution company and helped shepherd it from just under \$500M in revenue and a ROCE of under 0% to just over \$1B in revenue and a ROCE approaching 20% in 4 years. This was a blend of mergers and acquisitions and profitability improvement.

I've designed and secured the pilot customer for a new business model for a consumer health SAAS product and been a CIO for hire for a US medical billing analysis company and reconstructed a medical billing company's process for ultimate sale.

## Professional Skills

**Leads online product launches from napkin to launch** and provides best practices to coordinate everything from product design and manufacturing through to customer support and refund management.

**Manages large ERP implementations with clear business mandate** that meet a business's critical operational requirements.

**Conducts process reengineering analysis and deployment** across industries (retail, distribution, manufacturing; building materials, pharmaceuticals and supplements, medical billing, medical data management and health care).

**Builds customer and product profitability models** that act as the foundation for business turnarounds.

## Professional Highlights

- Implemented new processes to turnaround businesses
- Project managed many large technology implementations
- Led the launch of over 60 products
- CIPS CIO of the year nominee
- Oxford MBA
- 15 years running a boutique consulting business.
- Provided consulting and technical services to:
  - **CanWel**
  - **BC Diabetes**
  - **Servco Service Group**
  - **Apache Health**

## About avantage

For 12 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

