

Tim H. Addison, CD

**1681 Des Perdrix Cres
Orleans, ON K1C 5E2**

**(613) 841-4180 (office)
(613) 875-4181 (mobile)**

tim.addison@sunridgedefenceconsulting.ca

PROFILE

A graduate of the Royal Military College of Canada, Tim is a defence industry business executive with a wealth of business development, marketing, management, consulting and leadership experience. After his career in the Canadian Armed Forces (CAF) Tim joined a major IT and management consulting company as Director of Business Development and Delivery Manager on the Department of National Defence (DND) Account. He is now an independent consultant who provides business development expertise to help clients penetrate defence and commercial markets. He has marketing and sales experience in diverse areas including marine auxiliary systems, aviation repair and overhaul, information technology, and unmanned aerial vehicles (UAV). He knows how to build relationships and assess clients' needs as well as their potential as customers. Tim is known as a pragmatic problem solver who develops different approaches to solve complex challenges. He works cooperatively, develops market strategies, assesses client capabilities and turns them into sales opportunities. He is totally committed to meeting client expectations and delivering successful pursuits and on-time/on-budget projects.

PERSONAL INFORMATION, EDUCATION and QUALIFICATIONS

Canadian Citizen, born in Victoria, BC
Bachelor of Arts (Economics), Royal Military College
Canadian Forces Officer Professional Development Program
Canadian Forces Command and Staff College Course
Canadian Forces College Advanced Military Studies Course
CGI 101 Corporate Management Training

Security Clearance:

Level III Top Secret Clearance with Canadian Government – expires Dec 2019

Business Development Capabilities and Skills

Tim possesses numerous personal contacts at the highest levels across DND from his experiences in the Maritime (Royal Canadian Navy (RCN)) Staff, Chief of Force Development, the Vice Chief of Defence Staff Group and attendance at the CF Staff College and the Advanced Military Studies Courses. Many of his contacts in these environments are now Flag/General Officers in the RCN/CAF or senior leaders in the defence and aerospace industry. He has contacts in virtually all DND's Tier 1 suppliers, particularly those with interests in the Canadian National Shipbuilding Strategy (NSS), Naval In-service Support and Optimized Weapons System Management delivery

programs. Since retirement from the military in 2006 he has been an active member of the Canadian Association of Defence and Security Industries (CADSI) and served for three years on its Government Relations Committee with leaders of many major defence industry companies. Tim has organized company participation in numerous trade shows and industry events. He has significant experience with the Salesforce CRM system, account plans, call plans, sales funnel building and developing pursuit/capture plans and Teaming and NDAs.

EXPERIENCE

Independent Business Development Executive (Nov 2010 - Present)

Tim provides consulting services as a strategic advisor and Business Development executive to defence oriented firms. He uses his extensive knowledge of maritime, land and air operations; contacts in the defence sector and his experience with DND/CAF and Defence Research projects, activities and procurement programs to help his clients win contracts in the defence and commercial sectors. Currently he is working for a Canadian company that manufactures marine auxiliary systems and provides R & O services on aviation equipment for RCAF fleets. He is their eyes and ears in the defence marketplace centered in Ottawa and he has been instrumental in introducing the company to shipbuilding and warship design companies pursuing opportunities under the NSS. From 2010 to 2014 Tim worked with a small company that specialized in the building and operation of UAVs for commercial as well as defence and security operations. His efforts ensured continued business with RCN and the Department of the Environment. He also wrote and submitted winning proposals for Defence Industrial Research Program funding and acceptance with the Build in Canada Innovation Program and he managed the company's Professional Services contracting activities.

Director, CGI Ottawa (Sep 2006 - Aug 2010)

Tim was a Director, Business Development and the Delivery Manager on the DND Account at CGI Ottawa. He maintained his long established relationships at DND and was responsible for identifying and developing pursuit plans and for proposal management and contracts associated with the delivery of C4ISR, IT and Management Consulting professional services. He established an extensive sub-contractor network and led the win and delivery of 13 projects. He was also the lead on numerous proposals, responses and other business development documents and he led the negotiations with industry partners (Raytheon, Thales, MDA, GDC, CAE, Lockheed Martin) and IT suppliers (Oracle, SAP, IBM) on major opportunities.

Section Head, Director and Project Director, CF Command and Control Information Systems (2003-2006)

Tim retired from the RCN/CAF in 2006. In the latter part of his military career he was a Section Head and Director in the Directorate of Joint Force Capabilities responsible for classified IT projects. He has extensive experience with strategic level C4ISR Projects and was also responsible for the CAF's C4ISR Campaign Plan and doctrine and for IM/IT development on the CAF Classified Command and Control Information System

C2IS). As a Project Director he shaped the way ahead for approval and pre-definition funding for what was then estimated as a \$300M C2IS project. He was also a member of the Multinational Interoperability Working Group, a 7 Nation activity that meets bi-annually to discuss classified coalition network interoperability and he was the OPI for DND's involvement in Public Safety's Secret Communications Interoperability Project and the Canadian Classified Network.

Chief Marine Security Operations, Transport Canada (2003/4)

After 9/11 Tim was seconded to Transport Canada to help establish TC's marine security program. His naval background, training skills and expertise in maritime operations and security were instrumental to this endeavor. An expert at consensus building, he worked closely with Canadian Port Authorities, the St Lawrence Seaway Authority and the US Coast Guard to address cross border and Seaway-Great Lakes security issues. The MTSR Team conducted Canada-wide public information briefings and consultations with marine industry owners, union leaders and OGD representatives to move forward a national initiative in the face of tight timelines to accommodate the introduction of new regulations. Tim also prepared and taught lectures on maritime operations and security to the TC Technical Inspectors assigned to marine security duties. For his work with TC Tim was recognized with the TC Deputy Minister's Commendation.

Naval Operations, Joint Operations and Leadership Experiences

Tim's sea-going naval career included 12 years at sea in progressively senior roles in the chain of command. His service included numerous naval operations, exercises and deployments around the globe and two tours in the Arabian Gulf. From his six years in NDHQ in the Joint and Maritime Staffs and attendance at CF Command and Staff College he is well versed in logistics operations and Army and Air Force equipment and capabilities. As Commanding Officer of the JIIFC Detachment in 2003/4, he established and led a team of 29 CF officers and non-commissioned members involved in supporting real world operations and project requirements definition work through trials and evaluation of new IT tools and data fusion techniques on the Classified C2IS. Earlier in his career he specialized in navigation and gained significant exposure to Anti-Air Warfare, Anti-Submarine Warfare, mine warfare and mine countermeasures.

Personal Attributes

Tim possesses outstanding written and verbal skills in English, a very good understanding of written and oral French and some ability at spoken French. He has media training and experience as ship's spokesperson for national broadcast interviews during his time in the RCN and with Transport Canada during public consultations for the MTS Regulations. Tim is a Vice President with the Ottawa Branch of the Naval Association of Canada and is a member of RMC Ex-Cadet Club, the Navy League of Canada, the HMCS Bytown Naval Officers' Mess and the Hylands Golf Club in Ottawa, ON.