

Andrew Rief

"I help my members push the envelope, not only personally, but in terms of business model, to reach new levels of performance excellence."

TEC CEO Chair, TEC KEY Executive Chair
Edmonton, AB



Hello!

I am a forward-thinking leader with a global worldview and strategic experience that equips me to assist ambitious entrepreneurs in accelerating their businesses to the next level within competitive markets. Throughout my career, a key theme has been innovation and creativity, which consists of connecting the dots in unique ways and challenging assumptions about the business, and making decisions in today's fast-paced, complex, and uncertain markets.

My education in leadership began at the Royal Military College of Canada, where I studied electrical engineering, served as a commissioned officer, and graduated from the US Air Force Test Pilot School. From there, I transitioned into senior executive roles with major international companies including CAE, SPAR Aerospace, L-3 Communications, and QinetiQ. As a senior executive, I have lead organizations with a \$1 billion sales pipeline, managed high-level B2B and B2G sales campaigns, and led international teams serving customers in over 25 countries. More recently, I founded Alopex Management Consulting, offering expertise in leadership development, risk management, and international B2B and B2G marketing.

As a TEC Chair, I help guide my CEO members in pushing the envelope, not only on a personal level, but also in terms of their business models, enabling them to reach new levels of performance excellence. In terms of my TEC Group Vision, my background particularly suits leaders of medium to large-sized companies aiming to expand internationally. My goal is to help members elevate their companies beyond their current state to a long-term vision of the future, breaking free from the constraints of a boom-bust cycle. Members will enhance their self-evaluation skills and engage in a diverse range of experiences that challenge them on every level, ultimately contributing to the improvement of their lives and those of the people around them.

On a personal note, I reside in Edmonton with my wife, and together, we have two children and one retriever. I am passionate about international travel, seeking to experience different cultures, their history, and how different people perceive the world. My commitment to ongoing education is reflected in my studies in Executive Management at the Alberta School of Business.

My TEC Group Vision

My background will particularly suit leaders of medium to large-sized companies seeking to expand their business internationally. My goal is to help members move their companies beyond where they are today to a long-term vision of the future, one which develops beyond a boom-bust cycle. Members will improve their self-evaluation skills and participate in a rich array of new experiences that challenge them on every level, with the goal of enhancing their lives and those of the people around them.

Let's Start the Conversation

arief@tec-canada.com | 403.262.1010

Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

TECCANADA