

# Robert Murray

*“When things have gone well, I have looked out the window at my team. When they are going less than good, I have looked in the mirror.”*

TEC CEO Chair, TEC KEY Executive Chair,  
TEC Inside Chair - Vancouver, BC



## Hello!

Throughout my journey, I have embraced various roles, evolving into a natural leader, charismatic self-made businessman, sought-after corporate strategist, turnaround specialist, and business visionary. As a #1 best-selling author and international keynote speaker, I channel my business knowledge, energy, and enthusiasm to empower others discover their boundless potential.

I began my career as an electrician. After completing a Marketing diploma, I ran the Marketing department for an industrial electrical firm, where I quickly rose through the ranks, and within a few years, developed a specialty of turning around business units. As an executive at TELUS, I lead a team that transformed the Operator Services division into the industry's highest rating, navigating budget pressures and required layoffs. I then joined Vodafone as a senior executive, where I sharpened my strategic abilities in 20 European countries.

Today, as a partner at Incrementa Consulting, I collaborate with senior executives, focusing on building strategy, generating high performance culture, managing change, and developing leadership. I have served on boards including Russell Brewing, and as an advisor to tech company ElementFour.

As a TEC Chair, I share practical knowledge and insights with leaders who are eager to unlock their remarkable potential. I welcome the founders of mid-sized, private companies who are ready to address the issues that may be holding back their business from reaching their full potential. I aim to empower members to find their own unique business solution strategies through my process.

On a personal note, I live in Vancouver with my wife, and we have two adult children. I cherish the experiences of skiing in winter and engaging in open water swim racing in the summer. As well, I take pride in being a #1 best-selling author of three business and leadership books.

## My TEC Group Vision

I welcome the founders of mid-sized, private companies who are ready to address the issues that may be holding back their business from being as successful as it could be. My vision is to lead the group through a process that enables members to find their own business solution strategies.

## Let's Start the Conversation

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## 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,

**TEC**CANADA