

# Ron Simrad

*"To cultivate a collaborative network of resilient and humble leaders who inspire and empower each other to overcome challenges and achieve their highest potential. This group will be a beacon of integrity, fostering a culture of shared success and continuous learning. Together, we will not only elevate our own organizations but also set a new standard for leadership, positively impacting our industries and communities."*

TEC CEO Chair  
Toronto, ON



## Hello!

With over four decades of experience in the food and retail industry, I have demonstrated a consistent track record of driving growth, improving efficiency, and enhancing customer experience.

My leadership skills were further developed during my tenure as a District Manager and as a National Director of Operations. These roles allowed me to showcase my abilities in fiscal management, risk assessment, and resource management.

As the Chief Operating Officer at a major restaurant brand, I had full accountability for a brand with over \$500 million in annual sales. I was tasked with repositioning the brand to a smaller, more efficient footprint integrating technology that drives better profitability and consistency. I led strategic thinking, brand building, and the translation of the brand strategy across packaging, marketing, and merchandising tactics. I successfully led a brand team of 48 plus individuals from various departments.

I established KPI's that improved the delivery experience and launched new technology that tracked delivery drivers and traffic. This improved the guest experience and increased that channel business by 12%. During the Covid impact, I led a CSR initiative, and successfully moved all take out packaging from plastic to recyclable cardboard removing over 31 million plastic containers and lids every year. My work in this role has earned me The World PAC Sustainability Award in 2022.

In my most recent role as a National Freelance Consultant, I have been instrumental in sourcing quality retail and food service tenants for new builds, matching advisors and business clients for government grants, and integrating robotics and artificial intelligence in businesses.

I am known as a data-driven decision-maker with strong analytical reasoning skills. My adaptability and organizational leadership have been key to my success in the fast-paced and ever-evolving food and retail industry. I am known for your ability to influence and coach CEOs and business leaders in strategy, marketing, and operational opportunities to improve business performance.

My professional journey reflects my commitment to innovation, efficiency, and sustainability in the food and retail industry. My leadership has not only driven business growth but also made a significant impact on the industry's approach to sustainability and technology integration.

A husband and a father of four boys, I have been coaching hockey, previously sat as a chair and led a group committee with the Boy Scouts of Canada, as well as being a leader for Beavers and Scouts. I also volunteer with the Optimist club for over 15 years and held director and president roles for many of those years.

## My TEC Group Vision

To cultivate a collaborative network of resilient and humble leaders who inspire and empower each other to overcome challenges and achieve their highest potential. This group will be a beacon of integrity, fostering a culture of shared success and continuous learning. Together, we will not only elevate our own organizations but also set a new standard for leadership, positively impacting our industries and communities.

## 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,

TECCANADA