

Barry Brad

“My mission is to make a positive, transformative impact on the live sand businesses of my members.”

TEC CEO and KEY Executive Chair
Calgary, AB



Hello!

I bring hard-won CEO experience, entrepreneurial instincts, and board-level governance expertise to my work with business leaders and executive teams. My focus is simple: help leaders think more clearly, decide more confidently, and build organizations that last.

I co-founded PROJEX, a full-service engineering, procurement, and construction management firm specializing in oil sands across the Western Canadian market. I grew the company into one of Canada's leading EPCMs, earning recognition as one of Canada's 50 Best Managed Companies in 2012, before a successful exit in 2013.

In 2015, I founded DEXEM Consulting Inc., where I work with entrepreneurs and leadership teams on strategy, culture, execution, and the leadership challenges that come with growth.

Since 2018, I've served as a Chair with TEC Canada, leading peer advisory groups for CEOs and senior executives. Drawing on my own experience as a CEO — the wins, the hard calls, and everything in between — I challenge and support leaders through coaching, honest conversation, strategic insight, and peer accountability. The leaders in my groups grow because they're willing to be open with peers who genuinely care about each other's success.

I hold an MBA, have a Certified Corporate Director designation (ICD.D), and I'm a Certified Executive Coach (CEC). I serve on corporate boards and remain active in fostering leadership excellence across industries. Outside of work, I explore Canada and the USA on my adventure motorcycle, sharing the rides on my YouTube channel. I'm also a committed traveller, amateur chef, and wine enthusiast — and most importantly, a husband, father, and grandfather.

My TEC Group Vision

I have learned in business that the real challenge is maintaining and sustaining relevancy over the long-term. A business needs to constantly reinvent itself. Working together, you will achieve this growth through trust, caring and supportive challenge from your peers and me.

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,

Barry

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