

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

*Every business owner needs to spend a few hours with Donald Cooper...it changes everything!*

**Randy Ketelsen, President of America's #1 RV Dealership**

*A compelling bottom-line business message...brilliantly delivered!*

**Editor of Profit Magazine**

*Donald, your two presentations were rated #1 and #2 out of the 40 seminars and workshops that we offered.*

**Sterling Event Management, USA**

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## BIOGRAPHY

**Donald Cooper, MBA, HoF**  
*Certified Speaking Professional*

**BORN:** Toronto, Canada, 1941

**EDUCATION:** Honours Business Degree and MBA from the Ivey Business School, University of Western Ontario,

### **BUSINESS EXPERIENCE:**

#### **1) Cooper Canada, 18 years: Executive VP, Director and major Shareholder.**

Cooper Canada became a world-leading manufacturer of protective sports equipment and a Canadian brand icon, growing from humble beginnings to employing over 3000 people. It was also Canada's largest maker of fine leather goods under the Buxton brand name.

Cooper Canada was also a major importer and exporter... and operated an offshore manufacturing facility in Barbados for 13 years.

#### **2) Alive & Well, 13 years: Founder, President and Chief Visionary Officer.**

Alive & Well was a visionary retail fashion business that achieved sales per sq ft of \$680 when the national average for stores of its kind was less than \$240.

This unique "warehouse boutique" in Markham, Ontario, selling ladies clothing and gifts, fundamentally redefined the customer experience and attracted international attention. In just a few years the store received seven awards of excellence for marketing, service and business innovation, including being voted Canada's Outstanding Innovative Retailer by the Retail Council of Canada..

#### **3) International Business Speaker and Coach, 18 years:**

Donald now works with business owners, leaders and managers in over 40 industries throughout the world to create compelling customer value and experiences, more effective management practices and increased profitability.

He is respected by clients as a "thought leader" and passionate visionary in the areas of marketing and management excellence. His benchmark work on business Vision and leadership fundamentally transforms businesses...and business people. He brings to any results-based discussion a rare balance of reality and possibilities.

As world-class innovator and communicator of ideas, Donald has been awarded the prestigious Certified Speaking Professional designation, the highest *earned* designation in the world of professional speaking. He has also been inducted into the Canadian Speaking Hall of Fame.

As part of his commitment to the next generation of business leaders, Donald speaks at MBA Schools around the world as he travels the globe for clients.