



BIOGRAPHY

Donald Cooper, MBA
Certified Speaking Professional

BORN: Toronto, Canada, 1941

EDUCATION: Honors Business and MBA, University of Western Ontario

BUSINESS CAREER...

Cooper Canada, 18 years:

Executive VP, Director and major Shareholder.

Cooper Canada became the world's leading manufacturer of hockey equipment and Canada's largest maker of both sports equipment and fine leather goods, exporting to over 30 countries throughout the world.

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

Alive & Well, 13 years:

Founder & President.

Alive & Well was a visionary retail business that received seven awards for marketing, service and business excellence and community involvement in just three years, including being voted Canada's Outstanding Innovative Retailer by the Retail Council of Canada in 1991.

This unique "warehouse boutique" in Markham, Ontario, selling ladies clothing and gifts, fundamentally reinvented the very idea of what a retailer could be and attracted international attention. Alive & Well achieved sales per sq ft of \$680 when the National average for stores of its size was less than \$220.

The Donald Cooper Corporation, 12 years:

Business Speaker.

Since 1991, Donald has devoted his time to helping companies in over 40 industries throughout the world to redefine and reinvent themselves to create, deliver and communicate compelling value. Under the trademarked banner of Human Marketing®, Donald speaks to over 50,000 business owners, leaders and managers each year delivering unique insights and clear processes that create extraordinary businesses...and extraordinary lives.

One of Donald's titles, "What is the Compelling Purpose of Your Business?" guides and challenges business leaders through the investigation of this critical question that, sadly, is almost never asked by businesses today.

Donald brings to any results-based discussion a rare balance of realities and possibilities. He is respected as both a "thought leader" and an inspiration by his clients.

As a communicator of ideas, Donald has been awarded the prestigious Certified Speaking Professional designation, the highest earned designation in the world of professional speaking. Fewer than 350 of the 20,000 speakers in the world have earned this designation.