

Noulan Bowker

Principal at Strategy Navigator - Technology and Industrial International Marketing Consultant

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Summary

Noulan Bowker, P.Eng., CMC

is a Certified Management Consultant and Professional Engineer, who has had a continuous track record of success since 1990 in helping clients to develop creative product, marketing, selling, alliance and financing strategies for global markets.

In total he has 37-years of experience with over 80 industries in 27 countries. His prior employment experience includes engineering, product marketing, international sales and management positions in companies such as Digital Equipment, MacDonald Dettwiler and Associates (MDA), Moli Energy and Vortek Industries. In the three years he was with MDA in the late 1970.s he sold over \$20 million worth of LANDSAT and weather satellite ground stations in Asia, the Pacific and Middle East.

In addition Noulan is an experienced entrepreneur. He was a founding principal and director in two start-up ventures, president of a junior public oil, gas and mine development company for a year and has served as a director of two others. He has renovated and resold a number of residential real estate properties and served for two years as founding Strata Chairman of the Aspens, a 230-unit condo development in Whistler. His most recent venture is the highly successful Lockeaven Waterfront Resort B&B, operated by his wife Denise in Deep Cove, North Vancouver.

Notable consulting successes, which have resulted in rapid growth and financial success for shareholders, have included: Techware Systems (bought by Brooks Automation), Statpower Technologies (bought by Xantrex) and ACL Software (continuing high growth). He did the independent reviews of Westport Innovations for its Alberta and Vancouver stock exchange listings. Noulan has conducted 20 "Market Assessment" projects with funding assistance from the NRC IRAP program and has assisted the UBC University Industry Liaison Office with several business feasibility studies.

Specialties

Business Planning - Research, Analysis, Strategy and Action Plans

- Assessing commercial viability
- Analyzing complex situations
- Developing strategies
- Creating business plans

Operations - As Board Member, CEO, VP or Director of Marketing, Coach, Mentor or Trainer

- For start-ups, new initiatives, turnarounds
 - Channel development, direct selling and partnering
 - Development of High Tech and Industrial Products
 - Written and verbal communication skills
 - Cross-cultural skills
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Experience

Principal at Strategy Navigator - Management Consultancy

January 2009 - Present (1 month)

From 1990 to Present

Noulan works with the entrepreneurs, CEO's and senior management teams of high tech or industrial firms to assess, strategize and plan new product, marketing and selling initiatives to accelerate growth in sales and profitability. He works on a project or longer-term basis, usually starting out with a well-defined project, such as:

- A Diagnostic Review of product, marketing and sales performance to identify major issues and make suggestions for resolving them. There is currently NRC IRAP funding for briefer versions of this type of project.
- A Customer Feedback project obtains frank and objective views on the client company and its products and suggestions for improvement.
- A "Market Assessment" Project involves in-depth market research, feasibility analysis and development of a complete product and marketing strategy for new product or market initiatives... Noulan has completed over 20 such projects with the funding assistance of NRC IRAP.

Entrepreneur at N. Bowker Inc.

December 2008 - Present (2 months)

From 1974 to Present

Noulan has been involved in some type of entrepreneurial venture, most often as a sideline, ever since he started his jewelry and gem importing business just before he completed his 2-year teaching contract in Thailand in 1974.

He has been involved as a founder in 3 ventures and has served as a director of 3 public companies.

Since 1978 he has also been involved in the purchase, renovation, rental and re-selling of 5 residential homes and 5 recreational properties in BC. The most recent has been the purchase of his waterfront home in Deep Cove, North Vancouver and its reconstruction to run a resort B&B business in it, starting in June 2006.

Currently he is looking for an opportunity to start or participate as a principal in the development of a new business venture, in which he can fully exploit his capabilities, experience and interests.

Partner and Advisor at Lockehaven Waterfront Resort B&B

June 2006 - Present (2 years 8 months)

From June 2006 to Present

Lockehaven was designed for both vacationers and business visitors and is ideal for longer stays. For lots more detail, photos and even videos, please visit the Lockehaven website at www.lockehaven.ca.

Located right on the water in scenic and peaceful Deep Cove at the edge of BC's wilderness in North Vancouver, Lockehaven seems like a remote coastal resort – and yet it is only a 25 minute drive from downtown Vancouver. Restaurants, a pub, kayaking and mountain hiking are an easy walk away. The extra-large self-contained one-bedroom suites, expansive outside decks overlooking the water, outside entrances and in-suite kitchenettes offer luxury and privacy. Each suite has an outdoor hot tub - great for relaxing after a hard day of work or play. The in-suite offices have desks, computers, laser printers, wireless Internet and private VOIP phone lines.

Noulan now just does the marketing. His wife Denise manages the day to day operation of the resort.

Director of Business Development at Cogent ChipWare Inc.

November 2008 - November 2008

June 2002 – December 2003 (1 year 7 months)

The relationship started with a project to conduct an in-depth assessment of the opportunity for Cogent to apply its 100 DSP parallel processing chip to 3G cellular base stations. This soon evolved into the position of taking about 3/4 of his time as Director of Business Development, in which he led the initiative to develop this application market through directly selling custom chip designs to the large telecom OEMs in Europe, Asia and North America.

Marketing Representative, Contractor at MacDonald Dettwiler and Associates Ltd. (MDA)

October 2008 - October 2008

January 1977 to August 1981 (4 years, 8 months)

Noulan worked for the Remote Sensing Division of MDA, which supplied receiving stations for the LANDSAT and meteorological satellites to Canadian and offshore governments

Noulan was a marketing representative and sales agent for 3 years and then assisted as a contract project consultant. He established a network of offshore reps and distributors and structured and sold \$20 million in projects in the Pacific Rim, Eastern Europe and the Middle East.

Application Engineer at Digital Equipment of Canada Limited

September 2008 - September 2008

June 1974 to September 1976

Noulan worked for the Computer Special Systems Group in Ottawa, which specialized in providing innovative custom data acquisition and control systems for a variety of industrial applications.

He started out doing design and project engineering, and then moved full time into the Applications engineering role, in which he designed, quoted on and assisted in the sale of custom data acquisition control systems for a variety of industrial applications - e.g.: aluminum and steel plants, oil refineries, microwave and pipeline networks.

Business Development Manager at Moli Energy Limited

August 2008 - August 2008

From April 1986 to March 1989

Using technology developed at the University of BC, Moli developed the world's first rechargeable lithium battery for powering portable electronic equipment. Noulan initiated and led business development for the telecom and computer sectors, managed marketing operations and set up and managed the dealer network. He then set up and managed the Battery Pack Division to produce and sell value added products. He developed value added distributor and product development alliances in US and Japan.

Marketing and Sales Manager at Vortek Industries Limited

July 2008 - July 2008

From May 1989 to November 1990 (1 year, 6 months)

A company that developed a unique high power arc lamp (up to 300kW) for high temperature testing and variety of surface heat treating applications (e.g. steel tools and rapid thermal processing for semiconductors).

He sold systems and initiated and supported R&D and marketing alliances in the US, Germany and Japan.

Instructor - Marketing and Business Planning at Management Skills in Advanced Technology (MSAT) - Simon Fraser University

September 1991 - February 1996 (4 years 6 months)

This was a sideline activity that averaged about 3 weeks a year of Noulan's time to create, update and deliver the course modules.

Developed and taught the Marketing and Strategic Planning module and co-instructed in the business planning module of the MSAT Program in Simon Fraser University's Continuing Studies Program. The MSAT program is like a mini-MBA for people working in in management positions in advanced technology firms.

In 1995, Noulan was also contracted to actually market and sell the program, successfully

expanding it to two full classes, one given in the fall and the second in the winter of 1996.

Chairman of the Strata Council at The Aspens

January 1994 - December 1995 (2 years)

The Aspens is a 230 unit condo development situated on the hill, just above the Chateau Whistler on Blackcomb in Whistler B.C. Noulan and Denise purchased a unit during construction and Noulan became founding Chair of the Strata Council for two one-year terms that started in January of 2004. The resident rental management company had a Radisson Franchise, renting out the suites of participating condo owners in a hotel-like operation.

During this period Noulan led the council in renegotiating the lease and rental pool agreement with the developer and the rental operator. He supervised the inspection and acceptance of the construction and established a long term building maintenance program.

Partner, Director, Manager- then Advisor at Seawing Sailing School and Yacht Charter Inc.

September 1985 - September 1986 (1 year 1 month)

Seawing was a cruising sailing school and yacht charter company located on Granville Island in Vancouver BC.

Noulan structured and negotiated an earn-out purchase of this business and then initiated a program of rapid growth. By starting a sailing club and increasing school attendance he made the business cash flow positive during the first the winter and spring. He assisted in growing the sail charter fleet to 100 cruising sailboats, making it the largest sail charter fleet in Canada. Noulan's partner took over full time management of the company in April 1986, when Noulan went to work full-time for Moli Energy.

Business Consultant and Entrepreneur at N. Bowker Inc.

March 1980 - March 1986 (6 years 1 month)

During this time Noulan worked as a consultant and got more substantially involved in several companies as a founder, director or President (described more fully below). He worked in association with a securities law firm to help small ventures to go public by assisting them to create viable business plans and writing the business description section of the required prospectus and other documents in a manner that was accepted by the regulatory authorities. These companies were involved in several sectors, including: resource development (oil, gas and mining), small hydro electric generation, industrial products, recreation and the food industry.

Associate Consultant on Contract at Magee-Robertson Inc. (MRI)

February 1982 - March 1984 (2 years 2 months)

MRI was a marketing consulting firm for advanced technology companies, professional service firms and public companies.

Noulan was a full time Associate Consultant on contract doing market research and strategic

planning and business plan projects

Partner and VP of Marketing and Sales at Pegasus Earth Sensing Corporation

April 1980 - September 1981 (1 year 6 months)

Pegasus was a company that provided image analysis services for geological, geotechnical, forestry and land use mapping applications using remote sensing data from the LANDSAT satellite and airborne instruments.

Noulan was a co-founder, partner, director and part time VP of Marketing and Sales.

President at Intercoast Resources Corp.

April 1980 - March 1981 (1 year)

Intercoast was a junior Public Oil and Gas and Mining company with good cash flow from producing oil wells, but in big trouble with the authorities. When Noulan was brought in by a group of unhappy shareholders to try and rescue it, it was in interim receivership, de-listed from the Vancouver Stock Exchange and the three controlling principal shareholders and current management had been charged with fraud.

Noulan was made President for a year in an attempt to rescue the business. He investigated the viability of the oil and gas and mining properties and worked with the interim receiver, the bank, a new and respectable stock promoter and a US investment dealer to put together a restructuring and obtained financing for it. Unfortunately one of the three old principals would not allow the plan to proceed.

Electronics Instructor and CUSO Volunteer at King Mongkut's Institute of Technology, Thailand (CUSO)

November 1971 - October 1973 (2 years)

For two years, Noulan instructed in the electronics engineering program of King Mongkut's Institute of Technology, a degree granting engineering school near Bangkok Thailand. He did this under the volunteer program of CUSO (Canadian University Service Overseas), which is similar to the US Peace Corps. He developed and taught 2nd, 3rd and 4th year classroom and lab courses in electronics. He established PDP-8 minicomputer lab and equipment repair depot programs.

Through intensive training and lots of practice, he learned to speak enough Thai to get around, conduct simple conversations and live well on his \$100 per month salary. He traveled extensively during his annual 2 month vacations and took six months to travel back to Canada on the cheap upon completion of his contract.

Engineering and Oceanography - Summer Student - at Pacific Oceanographic Group

May 1972 - September 1973 (1 year 5 months)

During two four-month summers while in engineering school Noulan constructed shipboard data acquisition systems for use in oceanographic research at the Fisheries Research Board "Biological

Station" in Nanaimo BC.

Instrument Man - Geodetic Surveying at Geodetic Survey of Canada

May 1965 - September 1966 (1 year 5 months)

For two 4-month summer periods while an engineering student, Noulan participated in a first order triangulation survey in the Eastern Arctic, establishing the primary benchmark network on the east Coast of Hudson Bay from south of Churchill up to Rankin Inlet and then west along 60th parallel, halfway across Saskatchewan.

Noulan was instrument man for one of the five 2-man fly camps in the survey party that took the actual measurements. The fly camp teams would set up camp on a hill-top, take measurements for 3 to 5 days and then be lifted by helicopter to the next fly camp, usually after an overnight at base camp. In the first year, the base camps were in Eskimo villages.

Education

University of Toronto

B.A.Sc., Electronics Engineering, 1967 - 1971

Interests

- International and Cross Cultural: - travel in 40 countries, including two six-month periods of traveling "on-the-cheap" in Asia and Europe, languages (training and practical experience in French, German, Spanish and Thai), international affairs
- Certifications and Licenses: Private Pilot License, SCUBA, Coastal Cruising Sailing, Red Cross Swimming Instructor, Advanced Amateur Radio, Neuro-linguistic Programming Practitioner (NLP)
- Other Recreational Activities: kayaking, golf, camping, swimming, hiking, cooking,
- Reading: history - especially about the Age of Exploration, communication psychology

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