



**Mark Elyas, AA**  
**Vice President**



For over 15 years, Mark has consulted on Business Development, Strategic Marketing and Advertising, Policy and Regulatory Compliance, and Public Relations, generating millions of dollars in new business for his clients.

As Founder and proprietor of E. Media-Direct Marketing and Advertising, he develops and implements successful strategic marketing, public relations and business development plans for a wide variety of companies, including Fountain Tire, Domino's Pizza, and THC Biomed Inc.

As Deputy Chief Editor of First Nations Drum, Canada's most read Indigenous publication, he developed a successful strategic plan to maintain the publication's printed editions nationwide, while cutting wasteful spending and increasing circulation and advertising sales.

As President of the Liberal Party of Canada (LPC) in Vancouver East, he was the LPC spokesman in Greater Vancouver on the Party's Cannabis Legalization Policy.

As a policy and regulatory compliance consultant, he has helped clients navigate through the complex process of becoming a Health Canada approved Licensed Producer of medical cannabis products. Mark is currently helping clients open compliant Provincially Licensed Non-Medical Cannabis Retail Stores in British Columbia. With his varied expertise, we are so glad to have added Mark on our team!

A sharp, energetic entrepreneurial professional with over 15 years of experience managing sales, marketing, and operations. A true team player with a motivational management style that has a record of building and retaining highly motivated teams. Successful in identifying opportunities for new business development, creative sales initiatives to accelerate growth in revenue, and excellent Public Relations creative services. Able to close deals, practice active listening, and remove barriers to achieve goals and targets. Area of expertise include:

- Exceptional Networking & Relationship Building Skills
- Customer Relations
- Financial Management
- Business Planning & Development
- Strategic Marketing
- Project Management
- Contract and Price Negotiation
- Key Account Management / Retention
- Can Communicate in French, Spanish and Egyptian Arabic
- Staff Training & Development Phone / B2B / Direct Sales Experience
- Journalism & Editorial Writing
- Excellent Understanding of Political and Economic Climates
- Public Relations

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## EMPLOYMENT

### **E. Media-Direct Marketing and Advertising, Owner | Feb 2008- Present**

Since 2008, I successfully manage and operate my own business. I recruited, trained and lead a sales team for 30-40 campaigns yearly. We built, developed and retained great relationships with a large client base. I developed and executed effective and profitable strategies for a variety of business types. Recognizing that the market place's needs/wants of campaigns are changing, I decided to minimize my team in 2014 to do smaller campaigns that were strictly based to broaden awareness my business clients. I also provide wide variety of consulting services that includes policy research, to project management. In charge of the day to day operations of my own business for ten years, I have acquired a great amount of contacts, budgeting skills, and superior awareness of the current market that will be beneficial to any organization. Clients include: Fountain Tire, Domino's Pizza, Minor Hockey Teams, Golf Courses, Coast Hotels, Aboriginal Tourism Association of BC, THC Biomed Inc., and more.

### **First Nations Drum, Deputy Chief Editor | Mar 2014- October 2015**

I led the advertising sales team for Canada's largest and most read Aboriginal news publication. As the team leader, I was in charge of setting budgets and sales targets. I was also charged with creating business development strategies to increase sales and revenues. My role in the company also required me to maintain relationships with long term clients, while also developing new relationships with potential clients. I also worked closely with businesses on various promotions, which included engagement strategies with the aboriginal communities and governments to promote economic and business-based initiatives to our readers. I was also charged with the organization of key events to drive sales revenues. Along with my superior, the Editor in Chief, I managed the day to day operations of the publication, while maintaining relationships with news makers. These duties included assigning the political and business news stories for First Nations Drum, as well as conducting the journalistic duties myself.

**First Nations Drum, Business Editor/Advertising Account Manager | Oct 2002- Nov 2007**

Top sales leader for Canada's most read Aboriginal news publication. As an Advertising Accounts Manager, I sold advertising inventory and presented innovative ways to promote our clients through the publication. I developed a strong client base that resulted in steady revenue for the newspaper. Over the course of 5 years, I became an integral key member of the management team. Working closely with the Editor in Chief, I was often in charge for many operational decisions including the organization of key events to drive sales revenue. As a business editor, I worked closely with businesses on various promotions, which included engagement strategies with the aboriginal communities and governments to promote economic and business-based initiatives to our readers.

**Second Generation Carpet, Upholstery and Air Duct Cleaning, Call Centre Sales Manager | Dec 1999-June 2001**

Built, managed, and trained a team of 10 to promote and drive sales for the business for medium sized carpet, upholstery and air duct cleaning company. I was also charged with scheduling 8 carpet, upholstery and air duct cleaning trucks and technicians to serve our clients.

**The Toronto Star, Sales Team Leader | Sept 1993-Sept 1997**

Recruited University students at various campuses' job fairs to build and train a strong sales teams. In addition, I was a key member at increasing subscription sales in the Greater Toronto Area through effective door to door sales campaigns.

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**VOLUNTEER****Liberal Party of Canada in Vancouver-East, President | March 2009-November 2013, April 21, 2015 - Present**

Active on the ground in Vancouver East since 2006. As President, I lead a team of dedicated activists in increased community engagement, increased fundraising, and increased membership sales. Along with my five terms as President, I have held numerous positions which includes Vice President, Communication Chair and Election-Readiness Chair, and Past-President. I was tasked with being the spokesperson for the Party's legalization of cannabis policy in Greater Vancouver by the Liberal Party of Canada in British Columbia. I have also held numerous positions in Federal Election campaigns for Liberal Party of Canada candidates, including Marketing and Communications Director, Official Agent, and Campaign Director. Under my leadership, the Vancouver East Liberals submitted the policy for a National Housing Strategy, and seconded the policy to tax, regulate and legalize cannabis. Both of those policies are now Government policies; a National Housing strategy was introduced in the fall of 2017, and the legalization of regulated cannabis will take effect in the summer of 2018. Another accomplishment that I am proud of is that the Vancouver East Liberals has by far the most Facebook followers out of any other Riding Association in Canada, across all political party lines.

**EDUCATION**

AA - Kwantlen Polytechnic University (2001)

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