

## **Biography: Graeme Boyce**

A corporate strategist and published author, with a successful 25+ year career in the management of people, companies and brands, Graeme Boyce is a skilled communicator who can bridge the gap between investors and new ventures. For more than two decades, he has been writing business plans, executing strategies, consulting and assisting owners to take several ventures public.

During a five year period from 2010 to 2015, he ramped up a team of sales executives and travelled the world; advocating the implementation of solar energy on a grand scale, meeting leaders in developing nations, from South Asia and Central America to West Africa and across the Caribbean. Recent assignments have included working with a stem cell research team located in The Bahamas, a blockchain technology company in the Ukraine (seeking to develop an e-voting app), an entertainment company and a US company that has perfected a process to create new marble, among others.

Boyce – effectively described as an Agent of Change – is capable of delivering goals based on sound business principles and proven marketing plans, whether developing or implementing for an entrepreneur or a corporation ... or creatively writing history-based movie scripts for Civilized Productions, articles for various magazines and murder mysteries for the CSI board game.

During the centenary of the First World War, he produced and independently released a choral album, *Sacrifice and Solace*, based on poems written by soldiers serving at The Western Front, which has been distributed to classical music radio stations in North America, as well as many online broadcasters. Currently, he provides presentations to numerous groups who are interested in the war and its effect on their communities.

As a trained communicator, Boyce can speak as effectively at the board level, as on the shop floor, and is also quite comfortable presenting at trade shows and in front of the camera. Given his lengthy marketing background, Boyce is a strong proponent (and creator) of brand guidelines, which are critical to the success of any company or venture - especially one that is growing and has the global market as its goal.

From 1989 to 1999, prior to launching two "dot coms" (*The Iceberg* and *Tribenation*), Boyce ran The Raw Energy Group of Companies; producing and releasing product targeting a specific market, driven by skateboarding, snowboarding and wakeboarding. This product included music CDs that were distributed in 23 countries worldwide, tours, events, filmed entertainment and branded merchandise.

Boyce was born in England and moved with his family as a young boy to Montréal (Québec, Canada) in 1967, later relocating to Whitby (Ontario, Canada) in 1973. Graduating from Wilfrid Laurier University in 1981 with a degree in Economics and History, he began to work for the Holiday Inn chain as an Auditor. After returning from a two-year management job at the Elbow Beach Hotel in Bermuda, Boyce was hired at legendary broadcast industry RPM Magazine, where he worked for four years as National News Editor, leaving the company in 1989.