

## ROLF RUSSELL, MBA, MSEE, P.ENG.

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Canadian Citizen and US Green Card Holder

### SENIOR ELECTRICAL ENGINEERING LEADER

Deciphers complex projects, creates the plan to gain engagement, utilizing a combination of technical, business and superior talent management

Persistent, sets and demands high standards and champions a swift execution maximizing limited personnel, technical and financial resources. Sharp, blends a strong business acumen with the ability to rally, inspire and excite the team to accomplish challenging assignments. Creates a stimulating environment where opinions are embraced, drives consensus, collaboration and a team-spirited culture. Transformational leader and innovator, highly competitive, minimizes risk, optimizes performance and brand recognition.

#### Core expertise includes:

• Executive Leadership	• Electrical Engineering	• Budget / P&L
• Resource Management	• New Product Introduction - NPI	• Research & Development
• Operations	• PLM	• SRAED / Audit
• Process Improvement	• Mergers & Acquisitions	• Product Compliance
• Change Management	• International Business Protocol	• Product Life Management
• Process Control Systems	• Client Services	• SCLC

### PROFESSIONAL EXPERIENCE

Chrysal Technologies, Toronto, Ontario

2012 - present

#### VICE PRESIDENT - Engineering

- Realigned the dysfunctional and unstructured engineering business unit with an absence of product life cycle and lack of execution with projects consistently delayed.
  - Devised a new accountability and structure, solidifying connectivity with other departments.
  - Re-established product life cycle and system engineering, delivering a notable uplift in staff morale and productivity meeting engineering deadlines within 15% of error.
- Challenged to revitalize a high profile and urgent project for Videophone Inc., completing a normal 5 month project within 3 months.
  - Set demanding timelines, recruiting an internal team with daily monitoring of results to ensure maximum output and employee engagement, contributing to the project delivered according to mandate in record time.
- Key contributor on the 6-person executive team charged with making all corporate business decisions while holding full accountability for design, development, strategic planning, and new product introduction.

Sannome Inc., (now Smith Inc.), Toronto, Ontario

2006 - 2012

#### DIRECTOR - Engineering

- Hired to the start up with a mandate to build the Engineering Department, rapidly growing a team from 4 to 23, authoring control system documentation and introducing the Product Life Management system, with active engagement in project management.
  - Led a team of highly charged and enthused Engineers where roles and expectations were clearly defined with high productivity and morale.