

## **Grant M. Waldman, International List Broker**

Grant Waldman is one of the most successful List Brokers in North America. His meteoric rise as an International List Broker at Prospects Influential can be attributed to his very strong customer service and research skills. His varied background in Change Management/IT and Business Development has supported his fast rise to success in the Direct Marketing List Brokering industry.

Waldman brings to Pinnacle Lists more than 20 years of experience in all types of businesses. In the early 90s he was an IT Project Manager at Turf Care Products Canada, one of the largest distributors of outdoor power equipment in the country. He took the company from zero PCs and an outdated high maintenance midrange system to a fully networked and integrated database driven business solution.

Waldman moved on to Johnson Controls' Canada HQ, where he was quickly recognized for his ability to improve the customer retention process to over 90% in one year. This was followed by a transfer to a management position at Johnson Controls' Indiana/Kentucky branch, where he supported the roll out of a new integrated vendor program that saved the branch thousands of dollars by consolidating purchases from key vendors. This garnered Grant a Process Improvement Award from Johnson Control's HQ.

Prior to Prospects Influential, Grant was a Business Analyst and Channel Manager at Business Solution Developer, Blue Link Associates in Toronto, where he delivered a nationwide partner program with resellers across Canada.

Grant graduated from York University in Toronto with degrees in History and Business, and an advanced diploma in IT Systems from The Honeywell Institute. Waldman is an accomplished and published singer-songwriter and a member of his local Folk Guild. He is also an active member of The Mankind Project. He lives on Vancouver Island, British Columbia with his wife and son.