



Ross Harvey



PROFILE

Demonstrated high-level performance in athletics, academics and business. A proven ability and track record in developing and implementing highly successful plans. In excess of 30 years experience in sports, sports management and entrepreneurial endeavours. A winner in all I undertake.

EXPERIENCE

Chief Imagination Officer, G3, Montreal Quebec **2003-Present**
Responsible for the development and implementation of all activity areas of G3, including Eden Project (NuVo, G3 Golf, dogZlife and NuVoWay Foundation) and Noah Project.

Canadian Sales Manager, Golf Intelligence, Minneapolis, MN **2003-2005**
Responsible for the introduction of a revolutionary product/service into the Canadian golf market. Solicited and sold Golf Canada on using the service for the dual purpose of maximizing the experience of their existing 400,000 members as well as expanding their market. This represented upwards of \$2M annual revenue to Golf Intelligence.

President, Mulligan Tour, Montreal, QC **2003-2004**
Founded, created and implemented a complete golf club model for the public player featuring 18 successful tournament dates at golf clubs across the Montreal landscape. Expanded this to include upwards of 1000 golfers for 2004.

Special Projects Co-Ordinator, Vita-Tech Laboratories, Markham, ON. **2002-2003**
Working with the President and VP Sales, helped to stave-off the advances of an aggressive competitor for market share in their primary market. Also assisted in the creation and implementation of a new model for customer service. Helped to enhance our business in the Montreal area through development of a joint-venture with Centre DMV, the largest agglomeration of veterinarians in the Montreal area.

President and CEO, NuVo, Montreal, QC **2001-2002**
Developed a complete plan for product development and worldwide sales of health-related products and successfully negotiated a takeover and entrance onto NASDAQ for the company.

EDUCATION

Ontario Veterinary College, Guelph, ON. 1985-1989
DVM (Doctor of Veterinary Medicine)

Concordia University, Montreal, QC. 1982-1984
BSc. (Bachelor of Science, Biology)

SKILLS

Visionary - ability to see the big picture and to help others to see it as well. Leader and motivator - lead by example. By giving 100% to everything I do I inspire others to give of themselves - completely. Coach - Help people,(staff and clients) to set their goals high and to strive to reach and overshoot them.

LANDMARKS

1984 - World racquetball champion. Ten year member and captain of National Team (1982-1992)
1989-1999 - CPGA certified golf professional.
2001 - Took a startup nutritional company onto NASDAQ in 11 short months from inception.

WEBSITES & MEDIA

G3 Ministries, The NuVoWay, G3Golf, NDG Project, dogZlife, Noah Project, My Book



Changing the world



The future of golf.

