

BACKPOCKET COO

Cameron Herold
Founder of BackPocket COO



BIOGRAPHY & CAREER HIGHLIGHTS

- While COO at 1-800-GOT-JUNK? the company ranked #2 Best Employer To Work For in Canada and twice ranked #1 Employer in BC.
- He's landed PR about his companies since in 1986 and most recently built a team that landed over 5,000 stories in 6 years
- Grew a company from \$2 Million to \$105 Million in 6 years (no debt or outside shareholders)
- Opened the Pacific Northwest for College Pro Painters
- Helped build a company which sold for \$64 Million
- He was the top ranked lecturer at MIT's Entrepreneurial Masters Program in Boston where he has been asked to teach three times.

For over 20 years Cameron has been coaching, speaking to, or helping entrepreneurs build companies on five continents. He launched BackPocket COO to coach & mentor young, fun, entrepreneurial, growth companies and help make their dreams happen. He is one of the country's most innovative business leaders and was a leading force behind one of the most successful businesses of the decade, 1-800-GOT-JUNK?. He is currently mentoring companies based in Switzerland, Germany, the UK, USA & Canada.

He was Chief Operating Officer of 1-800-GOT-JUNK? for just under seven years and his innovative business leadership helped enable them to build a presence in 46 states, 9 provinces, and 4 countries while being ranked the "2nd Best Company to Work for in Canada" by *Canadian Business Magazine* and "the #1 Company in BC to Work for" twice by *BC Business Magazine*. During his tenure the company was studied by numerous MBA programs including Queen's University in Canada & Harvard.

Cameron Herold helped this leading edge company grow from \$2 Million to \$105 Million in revenue in six years with no debt or outside shareholders. Prior to 1-800-GOT-JUNK? he had two EO (Entrepreneurs Organization) qualifying companies. From 1998 through 2000 he was VP, Corporate Development at Ubarter.com a division of 900-person firm with a \$900 Million market cap based in Seattle. He was also, President of Barter Business Exchange in Vancouver. From 1994 to 1998, Herold was VP, Franchise Development for Coast-to-Coast Franchise Services (Boyd Autobody & Glass).

In these positions over 20 years since starting his first company at 21 years old he has gained real world insight into tried-and-true systems from having been involved in the sale, branding and integration of 450+ franchise locations with three franchisors. He's worked on the development and deployment of e-commerce and Internet strategies, negotiation of corporate acquisitions and development of numerous strategic partnerships. He has a unique understanding of business and growing companies from having led business areas of Operations, Marketing, Public Relations, Strategic Alliances, Sales, Call Centers and Franchising.

His work has helped companies be featured in the *Associated Press*, *Bloomberg*, *USA Today*, *New York Times*, *Wall Street Journal*, *Fast Company*, and *Fortune*, as well as TV shows like *Donny Deutsch*, *Oprah*, and *Dr. Phil*.

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