



executive profile



David J.C. Davies
Director, Communications

A forward-thinking communications specialist, David Davies has over 20 years of proven marketing achievements and is the founder of HarbourWerks Strategies Inc. In his work with numerous startup companies, Mr. Davies successfully generates valuable media profile that provides his clients with local, national and international market prominence as well as increased sales and investor awareness. He also develops and implements strategic communications programs that deliver effective results.

In 2001, Mr. Davies began working with Carmanah Technologies Corporation (TSX: CMH) and his communications programs set the groundwork for the company to successfully leverage its core solar-powered LED marine lighting technology into new vertical markets. He placed editorial coverage around the world, from the New York Times to BBC News, as well as spearheaded Carmanah's awards nominations. To date, the company has been honoured with more than 50 awards, including Canadian Exporter of the Year (2006) a GLOBE Award, and BC Technology Company of the Year (2007).

Mr. Davies has been a marketing columnist for a number of business magazines and a regular radio co-host profiling the BC technology sector. He has also served on a wide range of boards and non-profit organizations, including: director of the Greater Victoria Chamber of Commerce; member of the Mayor of Victoria's economic roundtable; Chair of Junior Achievement; member of the Faculty of Business Advisory Panel for Royal Roads University and the University of Victoria.

In addition to his clients, Mr. Davies has donated his services to numerous philanthropic causes, working with the likes of former Cisco Systems executive Don Listwin, Grammy-award winning producer David Foster, hockey great Wayne Gretzky and former Yahoo! president Jeff Mallett. He has received numerous awards for his achievements, including "Best Investor Relations for a Venture Exchange Company" (2005, co-recipient) presented by IR Magazine.

Prior to founding HarbourWerks Strategies, Mr. Davies was with the Bentall Group and Sport Chek (now owned by The Forzani Group). He has a Business Management Diploma from Camosun College and a Marketing Diploma from the University of San Diego.



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