



**TEC 9262**  
Associate Profile

**Andrew Penny**  
**Management Consultant**

---

**Name:** Andrew Penny, President  
**Company:** Kingsford Consulting Ltd.  
**Address:** 329 March Rd, Suite 206, Ottawa, ON K2K 2E1  
**Phone:** 613.592.0544, 877.888.0598  
**Fax:** 613.248-4949  
**Email:** apenny@kingsfordconsulting.ca  
**Web:** www.kingsfordconsulting.ca

### **Services**

Kingsford Consulting specializes in **Market Strategy and Business Development** - including business planning, corporate positioning, market assessment and segmentation, market entry, promotion, sales engagement models, alliances, and channel structures.

Much of our work is with small and medium-sized organizations that are planning to take new or existing products and services to wider markets. We apply the **fundamentals** of market definition, segmentation, buyer behaviour, positioning and sales channel development to deliver a comprehensive "go to market" plan. We use **proven strategy tools** customized to each situation. We employ a combination of primary and secondary research and draw on an extensive list of market contacts. We are highly focused, objective, experienced and efficient.

Kingsford offers a full range of implementation support. We provide market updates, participate in monthly review meetings and act as advisors on an ongoing basis.

While most our clients are SME's, some larger clients include SAP, , the Business Development Bank of Canada, Memory Experts International, the Canadian Advanced Technology Alliance and Foreign Affairs and International Trade. Our clients come from a range of sectors including technology, manufacturing, distribution, environmental and not for profit.

### **Professional Backgrounder**

Andrew founded Kingsford Consulting Ltd in 1998 and has provided advice to companies in almost every vertical market. He has advised the National Research Council's Canadian Technology Network and Sustainable Technology Canada, and is a mentor with the University of Ottawa's MBA program.

Andrew holds a Master of Business Administration degree from the University of Ottawa and a Bachelor of Arts degree from Concordia University in Montreal. He is a Certified member of the Canadian Association of Management Consultants. Andrew is an excellent writer, presenter and facilitator. He speaks English and French fluently.