

Our Advisors



Our Mission is to optimize revenue for not-for-profit organizations.



Mike has built a network of advisors who assist him in providing services to his clients. They bring extensive expertise to each engagement.

Nitin Bagga and **Malcolm Jussawalla** are the founders of Accelteon, a marketing firm specializing in the application of analytics to marketing design and the use of tribes in market segmentation.

Bill Bayles is President and CEO of Winning Charities, an organization that leads the development of raffles and other non-traditional revenue programs for not-for-profits across North America.

Steve Bull is the principal consultant at Mixy, Ltd., a software consultancy that develops creative and state-of-the art solutions to business processes and financial modeling.

Marc Giacomelli is the founder of Naked Communications, one of Canada's most creative communications firms with outstanding results in social networking.

Marianne Gobeil is a founding partner of Leading Communicators, a firm that has developed a tool to measure the effectiveness of a leader's speeches and presentations and is dedicated to improving their performance.

Paul Haff is the founder of Haff2 and is considered one of the world's leaders in colour selection, brand development, and market positioning.

David W. Lawrence is Principal of the Lawrence Group, the preeminent consulting firm specializing in securing principal gifts for leading hospitals and universities in North America.

Cathy Preston is President of Preston Human Capital Group, which is considered the Canadian leader in the identification of outstanding talent for the not-for-profit sector.

Brad Robins is the founder of Intellectual Capital Marketing, a revolutionary consultancy that specializes in individual or scientific representation, naming rights and licensing.