

Professional Qualifications

Robin W. A. Rodger, MBA, CMC

902-425-1320 mra@eastlink.ca

Education:

MBA, University of Toronto 1974
Studies in Marketing Research and Business Strategy.
BA, St. Mary's University 1970
Certified Management Consultant (Marketing Specialty) 1983
Member: Canadian Association of Management Consultants
Associate Member: Nova Scotia Secondary Wood Products Association

General Experience:

- Design, research, analyses, strategic/tactical implementation and marketing of projects, products and businesses based upon considerations of revenue, expense, profit, and overall marketability and feasibility - 25 years.
- Strategic Marketing Planning; Opportunity ID; Economic Development
- Industry Sector Studies and Program and Project Evaluations.
- Feasibility Studies and Business Plans for Investment Purposes.
- Export Marketing Studies
- Database Development - information collected for databases and directories.
- Market Surveys and Statistical Analysis

Research Skills and Experience:

- Market research software (e.g., Survey Pro®, Market Research®)
- Financial projections on MS Excel® and other software
- Image analysis using Cheskin association method
- Strategic marketing planning based on Buell techniques
- Economic impact analysis using various models (e.g., NS I/O, TEIMS)

Teaching Highlights:

- Director of Commerce Program, Dalhousie University
- Strategic Marketing Planning (St. Mary's University)
- Marketing Communications (St. Mary's University)
- International Marketing (Nova Scotia Agricultural College)
- Introduction to Business (St. Mary's University)
- Small Business Management (Dalhousie University)
- Introduction to Marketing (St. Mary's University)

Forestry and Natural Resources

- Stumpage Survey – Nova Scotia Private Woodlots (with Nortek Resources)
- Wood Pellet Plant Market and Feasibility Study for MacLaughlin Enterprises Ltd.
- Structural Insulated Panels (OSB) Market and Feasibility Study for a new Plant in Nova Scotia.
- Chedabucto Log Homes Market Study for Expansion Plan.
- Able Craftsman Outdoor Wooden Furniture Market and Feasibility Study (winner of the Atlantic Chamber of Commerce Entrepreneurial Award).
- Compressed Fire Log Market and Feasibility Study.
- Market and Feasibility Study for Wooden Boat Building – A Project for the Town of Canso.
- Technical/Economic Feasibility Study for a New Type of Mobile Sawmill for Acadia Sawmills.
- Market and Feasibility Study on Composted Wood Waste for Scott Paper.
- Market Study and Market Plan for Kelly's Curio Cabinet Specialties.
- Cottage Woodworkers Market Study and Market Plan for Wooden Furniture Exports.
- Southwest Shore RDA Development Plan (Forestry Sector)
- Nova Scotia Capacity Study for Wood Cabinets (SIC –2542 and NAICS 304-0015) including exports, imports, production, market size, growth trends, composition, competitors.
Reference: Paul Owens, Contract Authority, ACOA (902-426-6743)
- Market Study, Financial Feasibility, Business Plan for Harvesting/Processing Submerged Logs.
- Wood Truss Sector Study (ACOA – NB)
- Borate Wood Preservatives North America Market Study
- Dimensional Limestone North America Market Study
- Dimensional Slate Rock North America Market Study
- Gyprock (Gypsum) Wallboard North America Market Study
- Plastic Lumber Feasibility Study (non-corrodible in saltwater)
- Hardwood Lumber Flooring Study (Aqualog)
- Log Homes Market Study

Provincial, Regional and National–Level Marketing Studies

- NS Department of Energy Global Opportunity Identification Study
- Guyborough County RDA Investment Opportunity Identification Study
- DFO-Small Craft Harbours Procurement Strategy
- NS Boatbuilding Export Growth Plan (ACOA)
- Cape Breton Marina Study (ECBC) (2002 and 2009)
- NS Regional Airports Export Market Study (Industry Canada)
- Technical/Economic Feasibility Study: European markets for Canadian scallop roe (DFO)
- Nova Scotia Agri-food Export Plan - New England (NS DAM)
- Trenton Steeltown Centennial Park Development Plan (Town of Trenton)
- Saltfish Sector Export Market Development Plan – (NS DFA – 2007)
- Kings County Export Development Plan (2008)
- Bottled Water Sector Study (ACOA)
- Film Processing Sector Study (ACOA)
- Fiberglass Insulation Capacity Study (ACOA – NB)
- Atlantic Small Craft Harbours Sector Study (DFO 2007)
- Offshore Oil and Gas Global Market Analysis (NS Energy – 2008)
- Evaluation of the Dominion Public Building (Halifax) for Retail Market Use (PWGSC)
- Grand Banks Scallop Survey – Project Leader (DFO)
- Evaluation of Offshore Catch and Effort Reporting (DFO)
- Evaluation of Dealmaker '95 Conference (NS Dept. of Development)
- World Fisheries Map Evaluation (ICOD) – (chosen model evaluation for all ICOD projects)
- Evaluation of 20 NS Export Projects (ACOA)

- Evaluation of Proposed New Mall Impact (Town of Bridgetown)
- Bigfoot Footer Concrete Foundations Feasibility Study
- Granite Springs Golf Course Feasibility Study
- Structural Insulated Panels (OSB) Plant Feasibility
- Gyprock Wallboard Market and Feasibility Study
- Dimensional Limestone Market Study
- Windows and Doors Feasibility Study
- Concrete Roof Tiles Feasibility Study
- Shelburne Soundstage Feasibility Study
- Retail Price Survey of Nova Scotia Gasoline Retailers (Imperial Oil)

Reference Studies

Project 1: Survey of Nova Scotia Exporters and Potential Exporters

Description: This project involved identification of approximately 1,600 Nova Scotia manufacturing firms that were subsequently interviewed to determine export potential and export needs. The results were input into a *Survey Pro*® database for statistical analysis and then exported to a *MS Access* database for users.

Project Leader: Robin Rodger

Contact: Peter Giffin, Contract Authority, NSBI, 902-424-6650; giffinpl@gov.ns.ca

Project 2: Nova Scotia Salt Fish Market and Product Development Study

Description: This project involved interviewing approximately 40 US and 15 Brazilian fish wholesalers and distributors to determine price and product information concerning various Nova Scotia salt fish species and forms.

Project Leader: Robin Rodger

Contact: Kimberly Forsyth, Senior Research, Planning & Development Officer, Nova Scotia Fisheries and Aquaculture, Phone:902424-8612; forsytka@gov.ns.ca

Publications and Reports

Rodger, R.W., 2006. *The Fisheries of North America: An Illustrated Guide to Commercial Species*, Halifax: Canadian Marine Publications. ISBN: 9693595-9-4

http://www.cmppublications.com/na_fisheries

Rodger, R.W., 1990, 1988, 1986. *Canadian Fish and Shellfish Exporters Directory*, 3 editions for DFAIT. (out-of-print)

Rodger, R.W., 1989, 1984. *Canadian Fisheries and Ocean Industries Directory*, (publisher and editor) (out-of-print)

Rodger, R. W. and Davis, N.D., Dec. 1982. *Exploratory Grand Banks Scallop Survey*, Fisheries and Aquatic Sciences (Rpt. No. 137) DFO.

Rodger, R.W., Nov. 1981. *A Study to Assess the Market for Scallop Roe for Canadian Fishermen*, Project 33, DFO, Scotia Fundy Region.

Rodger, R.W., 2004. *Tall Ships, Pirates and Treasure in Nova Scotia*, 2nd ed. Halifax: Canadian Marine Publications. ISBN: 9693595-7-8 (http://www.marketresearchassociates.com/Tall_Ships_Description.htm)

Rodger, R.W., 2003. *The Coming Food Revolution*, Halifax: Canadian Marine Publications. ISBN: 9693595-8-6 (http://www.marketresearchassociates.com/The_Coming_Food_Revolution_Description.htm)

Rodger, R.W., 2002. *Atlantic Canada Guide to Export Marketing, Vol. 1 and 2* Halifax: Canadian Marine Publications. ISBN: 9693595-6-X (http://www.marketresearchassociates.com/Export_Guide_1_Description.htm)

Rodger, R.W., 1995. *Nova Scotia Strategy for the Export of Agri-food Products to New England*, Published by the Nova Scotia Dept. of Agriculture and Marketing (NSDAM), (available for purchase from NSDAM).

 <p>REPORT</p> <p>Department of Energy NOVASCOTIA</p> <p>A Global Marketplace Analysis Matching the Export Strengths of Nova Scotia's Offshore Service and Supply Sector with the Requirements of the International Offshore Petroleum Industry</p> <p>For the Nova Scotia Department of Energy March 31, 2006</p> <p>NOVEL ENERGY</p>	 <p>Fisheries and Aquaculture NOVASCOTIA CANADA</p> <p>NOVA SCOTIA SALT FISH INDUSTRY MARKET AND PRODUCT DEVELOPMENT STUDY</p> <p>May 2007</p> <p>MRA</p>	 <p>Atlantic Canada Guide To Export Marketing Volume 2</p> <p>Preparing for Export to US Markets Export Information for Small and Medium Size Businesses in Atlantic Canada</p> <p>MRA</p>	 <p>Nova Scotia Directory of Metal Working Companies</p> <p>NOVASCOTIA</p> <p>Draft 2006</p>
<p>NS Energy Global Opportunities</p>	<p>NS Saltfish Product/Market Development Study</p>	<p>Atlantic Canada Guide to Export Marketing</p>	<p>Directory and Database of NS Metal Working Companies (NSBI)</p>