

Cameron Herold

Session: *Leadership at 100 MPH*

Biography

For more than 20 years Cameron Herold has been coaching, speaking to, or helping entrepreneurs build companies. He launched BackPocket COO to work with young, fun, entrepreneurial, high-growth companies and help make their dreams a reality. Cameron was Chief Operating Officer, and for just under seven years, his innovative business leadership helped enable 1-800-GOT-JUNK? to build a presence in 46 states, nine provinces and four countries, all 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 and Harvard University.



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

While holding these positions for more than 20 years, Cameron has gained tremendous insight into tried-and-true systems, thanks to his involvement 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 areas of operations, marketing, public relations, strategic alliances, sales, call centers and franchising.

Cameron's work has helped companies get noticed in the *Associated Press*, *Bloomberg*, *USA Today*, *New York Times*, *Wall Street Journal*, *Fast Company* and *Fortune*, as well as such television shows as “Donny Deutsch,” “Oprah” and “Dr. Phil.”