

**The Personnel
of Clark Avenue Company Inc.**

**Michael Berns, M.A. (Honours)
Vice-President of Clark Avenue Company Inc.**

A self-proclaimed “misplaced economist,” Mike Berns was the Assistant Director of Communications for the Ontario Ministry of Revenue where he wrote speeches and “explained financial jargon to Ontarians in plain English and French.” Following his brief government stint, he has spent over twenty years in the revenue- and profit-generating (lines operations) areas of marketing management in the private, public, academic, and association sectors by applying his econometric and judgmental economics background to applied research, strategic planning and full-service marketing. He has reversed sales downturns or generated record sales for dozens of small-to-large cap organizations such as The Royal Canadian Mint, The Bradford Exchange and the then-Air Canada subsidiary, enRoute Card. His research and planning has helped microcap companies such as Active Control Technology (ACT:TSX.V) and clients of Fortune 100 companies such as Ernst & Young (Chicago) develop new product lines, implement cost containment programs with no attendant drop in sales, write and present line operations plans, conduct and defend against third party due diligences, and rebuild and convert failing companies into profitable ones—regardless of market conditions. Mike has also taught applied economics and marketing courses part-time to finance, accounting, business, and marketing managers at the undergraduate and MBA levels as adjunct faculty at American and Canadian universities. His motto: “My vocation is also my avocation. In both, I love challenges—the harder, the better.” Mike is the Vice-President of Clark Avenue Company.