



Eric Canada

CEO

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Eric Canada, CEO, Blane, Canada Ltd., has worked with communities throughout the U.S. and Canada on a variety of economic development projects including: market research, marketing strategy and planning, competitive assessment, and industry analysis. He has also led development teams in the assessment of numerous community and organization SWOT analyses. In total, Eric has completed evaluations of marketing and sales programs for more than 60 U.S. economic development organizations.

Eric began his economic development career in southern Indiana where he developed an industrial park and attracted the park's first two tenants. He worked for the Waukegan, IL Chamber of Commerce prior to joining the Illinois State Chamber.

Eric facilitates, educates, and motivates client groups. He frequently works with groups for information gathering, planning, decision-making and consensus building. Over 15,000 economic development professionals and community leaders have attended his workshops. He has taught at International Economic Development Council, Economic Development Institute, Seven Basic Courses, Business Retention Expansion International, Community Development Institute as well as the University of Southern Mississippi's Masters economic development course.

Eric's invaluable experience, work ethic, and enthusiasm for innovation encapsulate success.

- Created the Synchronist Business Information System© (cloud based software for EDOs) from concept to implementation and through to general use in economic development.
- Created a standardized business assessment methodology based on proprietary algorithm (patented) to peg a company's Value and Satisfaction.
- Invented proprietary algorithm (patented) to predict a company's Growth potential and Risk of leaving or downsizing.
- Established North American benchmarks (Key Performance Indicators) for business retention and expansion where none existed before.
- Conducted multiple marketing benchmark studies for leading economic development organizations using comparative information continually updated since 1997.
- He has published 8 significant research papers on BR|E and economic development marketing.

Eric's publications include:

- Economic Development for the Team
- Economic Development: Marketing for Results!
- Marketer's Planning Guide
- Marketing Your Rural Community
- Strategic Planning for Rural Communities (co-author)
- #@%&!* Consultants!: Maximizing Value

His two-day professional courses on the principles and techniques of economic development marketing and sales include:

- Physics of Marketing
- "Advanced Marketing and Complex Sales"
- "Business Expansion | Retention | Development: Adding Value to Existing Industry Programs"
- "Selling in an Economic Development Environment"
- Advanced Business Retention: Beyond the Basics