



Randy Goruk is the founder and President of LeadersEdge360.com, a leadership development firm focused on maximizing personal and professional achievement. For over 30 years, Randy has been known for his compelling and inspiring speaking style, and is masterful in executive and leadership coaching that propels each client forward to meet their strategic goals, improve skills and elevate performance .

Randy is a 26-year veteran of the corporate world, having served in key leadership positions across North America for Trus Joist – A Weyerhaeuser Business, most notably as the President of Trus Joist Canada, and Sr. Vice President of North American Residential Operations, a \$750 million business unit.

His extensive experience includes the following awards, opportunities, and challenges:

- **“Outstanding Salesman of the Year”** awards on his path from technical draftsman to senior management
- **President of Canadian Operations** and creator of the “Canada Gold” program, a company-wide growth initiative that effectively transformed Trus Joist’s (TJ) Canadian business to profitability by empowering and engaging his teams and employees in the process
- **Pioneering the growth and expansion** of the TJ Canadian business to the Eastern Canadian residential markets
- **Sr. Vice President of the TJ North American Residential business** – a \$750 million business unit
- **Responsibility for startup, introduction, and commercialization** of a new engineered wood product, TimberStrand® LSL, with ultimate accountability for: manufacturing design/ramp up, engineering, sales/marketing, and profitability
- **Responsibility for commercialization** of Parallam® PSL engineered wood product, with ultimate accountability for: manufacturing design/ramp up, engineering, sales/marketing, and profitability
- **Primary liaison with executives** of MacMillan Bloedel (MB) and Weyerhaeuser Corporation, TJ’s two large, competitive North American distributors
- **Responsible for major organizational transitions** when TJ formed a joint venture with MB
- **Recognized for exceptional individual qualities in leadership** and marketing as one of a very few recipients of the prestigious Harold Thomas Award presented by TJ
- **Personally coached, mentored, and developed** many of the company’s past and existing leaders
- **Presented in multiple Board meetings, participated in shareholders meetings, and provided presentations or keynotes in numerous international sales meetings during his career**

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LEADERS EDGE BIOGRAPHY



Because of his experiences leading a multi-million dollar organization through many challenging times, Randy became an **expert in identifying key leadership attributes, the most common leadership mistakes, and specific tactics good leaders and teams can implement immediately to create professional and organizational growth.**

Since 2000, Randy has been an independent business owner and entrepreneur with a personal focus on executive and leadership coaching, writing and speaking on leadership related topics. He is the author of the eBook, *"How to Sell More in a Down Market – The Leadership Secrets to Achieve Dynamite Sale Results"*, and has been providing professional executive and leadership coaching since 2003. His work with executives and managers has repeatedly demonstrated **quantifiable results** in their organizations.

His proven equation for planning, leadership and performance is the foundation of the products and services offered today by LeadersEdge360.com. His leadership platform consists of six proven elements;

- 1. You must care*
- 2. You must have unwavering character*
- 3. You must use stellar communication skills*
- 4. You must be a great thinker*
- 5. You must possess mental toughness*
- 6. You must embrace accountability*

Randy's leadership background and extensive executive management experience provide a unique backdrop for his coaching, training, and speaking that is not typically seen in the industry.

*"Leaders are as good as you make them,
or as bad as you let them be."*

Randy Goruk