

# Leaders

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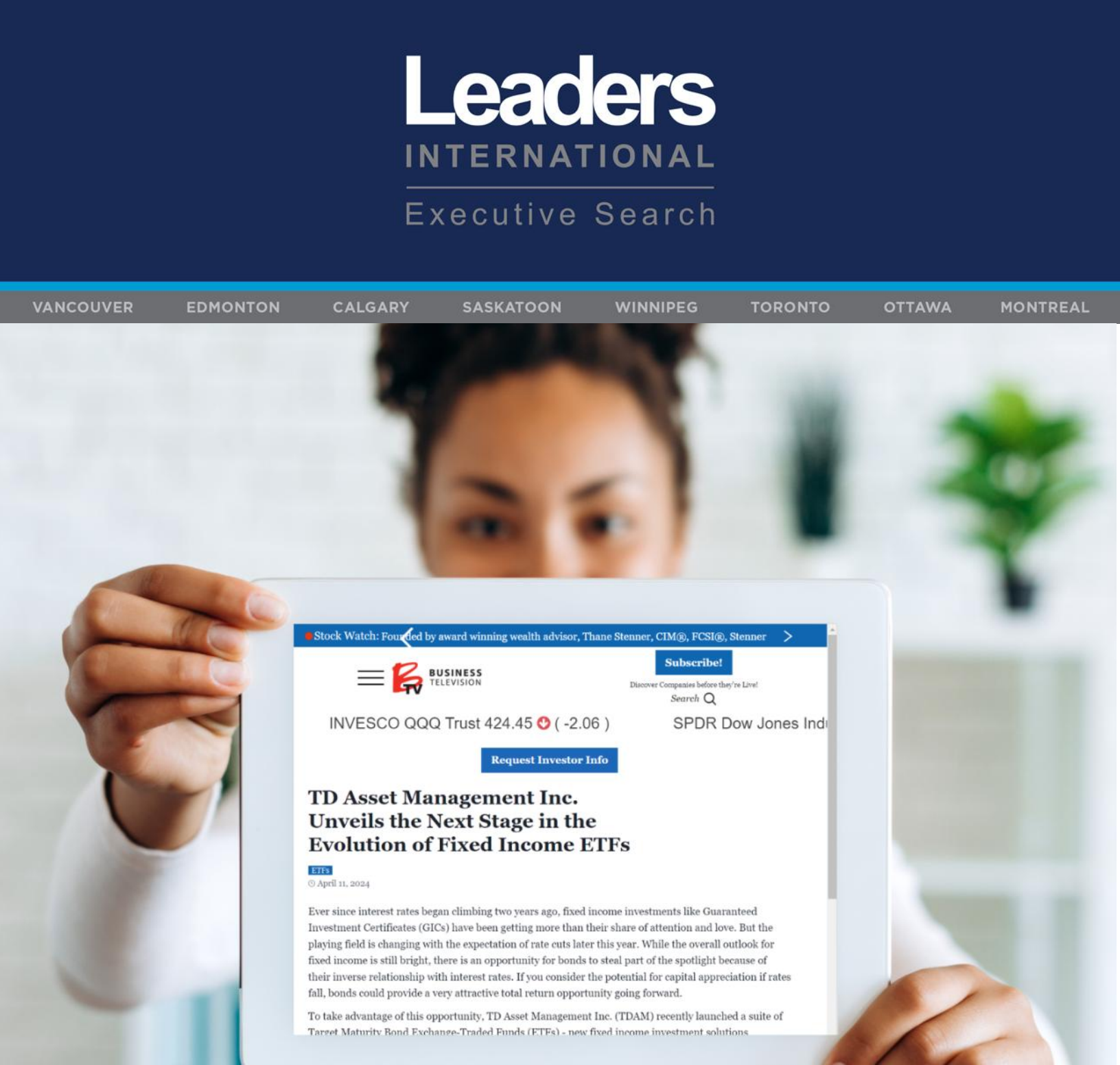
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### TD Asset Management Inc. Unveils the Next Stage in the Evolution of Fixed Income ETFs

**ETFs**  
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Ever since interest rates began climbing two years ago, fixed income investments like Guaranteed Investment Certificates (GICs) have been getting more than their share of attention and love. But the playing field is changing with the expectation of rate cuts later this year. While the overall outlook for fixed income is still bright, there is an opportunity for bonds to steal part of the spotlight because of their inverse relationship with interest rates. If you consider the potential for capital appreciation if rates fall, bonds could provide a very attractive total return opportunity going forward.

To take advantage of this opportunity, TD Asset Management Inc. (TDAM) recently launched a suite of Target Maturity Bond Exchange-Traded Funds (ETFs) - new fixed income investment solutions

OPPORTUNITY PROFILE **PRESIDENT AND COO**

LOCATION: **SURREY, BC**

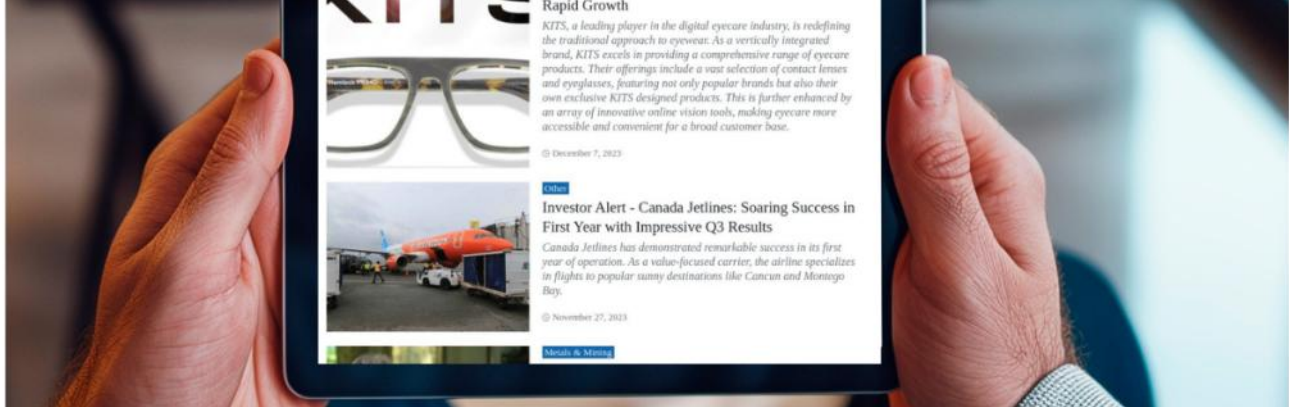


the right people

## BTV - BUSINESS TELEVISION | PRESIDENT AND COO

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## THE ORGANIZATION

### BTV - Business Television

Founded in 1998, BTV is a highly specialized investor marketing and media company focused on helping publicly-traded companies and financial firms attract investors through premium video production, digital campaigns, and integrated media distribution. The company is headquartered in Surrey, British Columbia and has built one of the strongest reputations in North America for investor-focused media and communications.

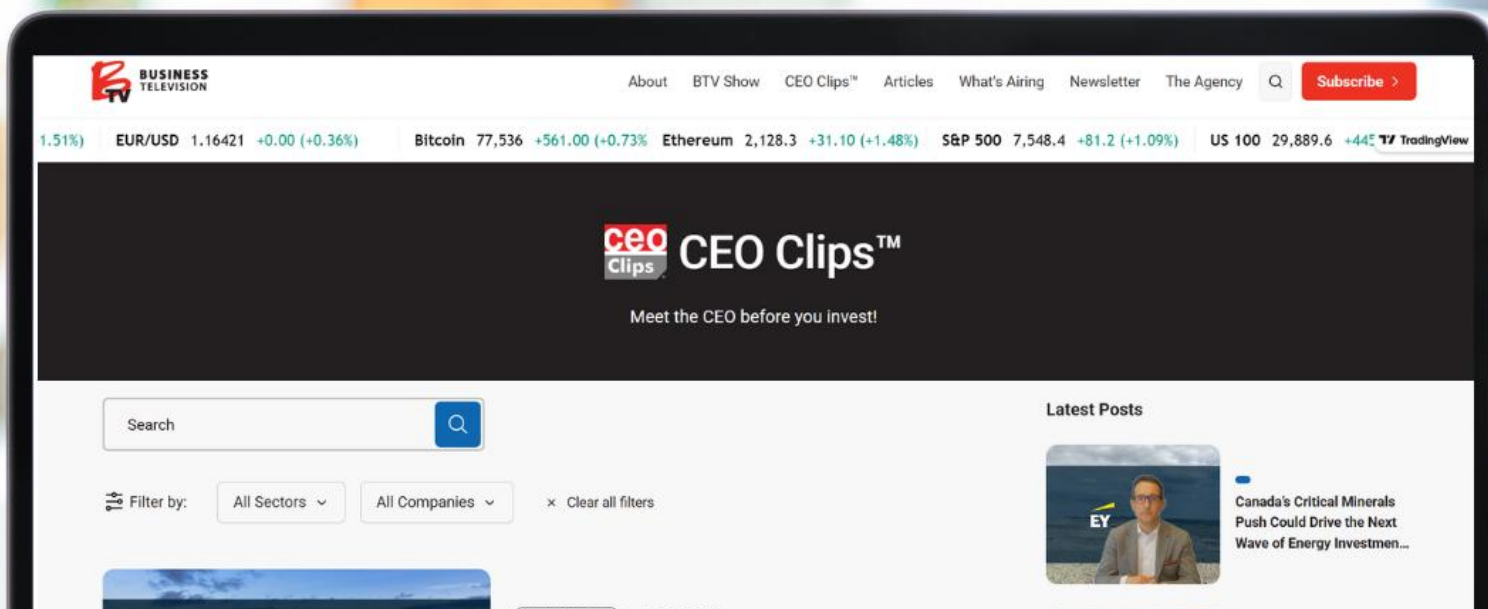
What began as a television concept created and pitched by founder Taylor Thoen has evolved into a full-service marketing and media platform serving corporate, financial, mining, healthcare, technology, energy, and investment fund clients across Canada and the United States. BTV's flagship program, BTV—Business Television, is broadcast nationally on BNN Bloomberg and throughout the U.S. on Fox Business and BizTV.

Today, BTV operates as an integrated content and marketing engine delivering television advertising, investor-focused digital campaigns, CEO interview content, lead generation,

syndicated financial content, and media distribution services. The company combines production expertise with proprietary distribution relationships and long-standing broadcast partnerships that create a highly differentiated market position.

BTV remains founder-led, debt-free, and consistently profitable. With approximately 20 employees across sales, production, digital marketing, editing, social media, and client services, the organization has developed sophisticated operational systems and workflows that support efficient campaign execution and high levels of client retention. As the business enters its next phase of growth, particularly in the United States market, BTV is seeking an operational and commercial leader capable of helping scale the company while preserving its entrepreneurial culture, reputation for execution, and strong client relationships.

To learn more, please visit BTV's [website](#).



## THE OPPORTUNITY

### PRESIDENT AND COO

Reporting directly to Founder & CEO, Taylor Thoen, the President and Chief Operating Officer will serve as the organization's operational leader and strategic second-in-command. This individual will oversee the day-to-day management of the business while helping guide BTV through its next stage of growth, innovation, and operational scale.

This is not simply a marketing or creative leadership role. The successful candidate will be responsible for integrating and leading multiple functions across sales, production, client services, digital marketing, content operations, and business development. They will ensure accountability, operational discipline, cross-functional alignment, and executional excellence across the company while supporting revenue growth and organizational scalability.

The President / COO will play a central role in expanding BTV's presence in the United States through strategic partnerships, reseller relationships, and growth initiatives with investor relations firms and other financial service providers. They will help strengthen systems, processes, technology adoption, and AI-enabled operational efficiencies while ensuring the company continues to deliver exceptional client outcomes. Working closely with the leadership team, the President and COO will help preserve and strengthen BTV's entrepreneurial culture while introducing the structure, rigor, and leadership required to scale a founder-led business into its next phase of maturity and growth.



# HIVE

TSX / NASDAQ:HIVE

## Nature and Scope of Role

The President / COO will provide leadership and oversight across all core operational and commercial functions of the business, including:

- Sales leadership, strategic partnerships, and revenue growth initiatives;
- Production operations, project management, and campaign execution;
- Client services, retention strategies, and account management;
- Digital marketing operations, lead generation campaigns, and media distribution;
- Workflow optimization, systems integration, and operational accountability;
- AI adoption, automation initiatives, and technology innovation;
- Cross-functional communication and performance management;
- Organizational planning, budgeting, and operational reporting;
- Team leadership, culture development, and talent management;
- Strategic expansion initiatives across the U.S. market.

## Specific Duties

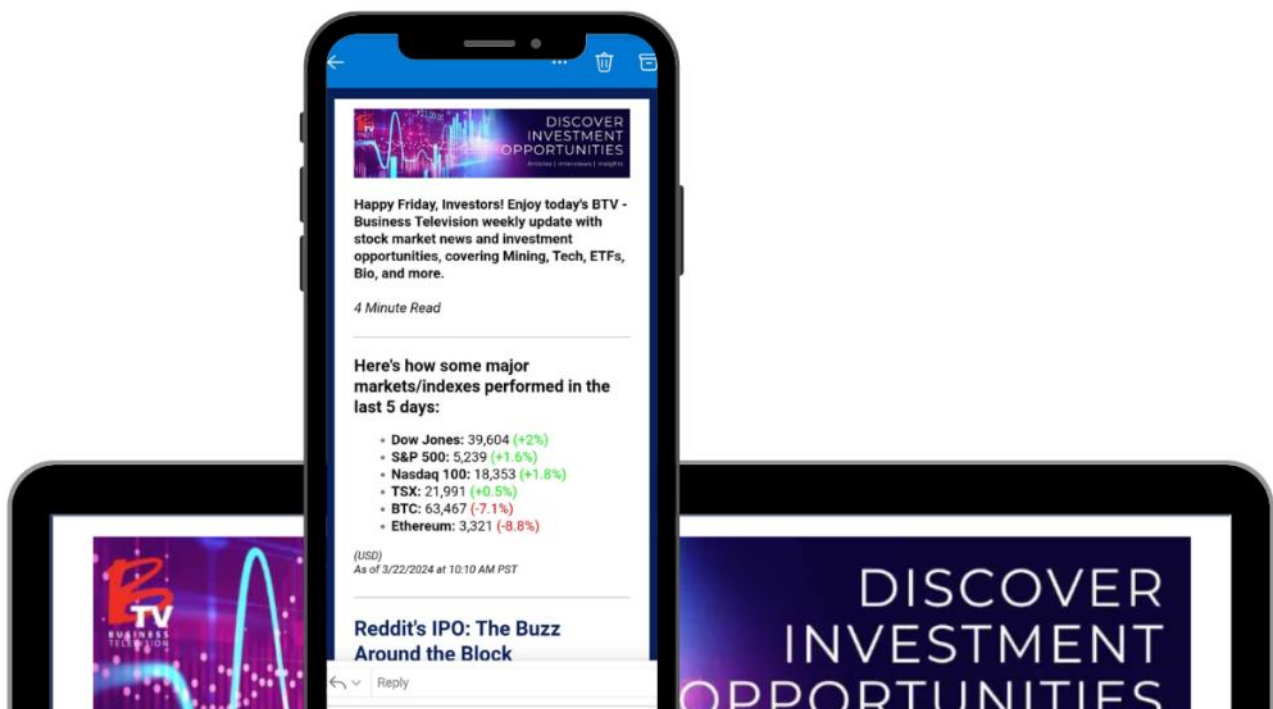
- Lead the day-to-day operations while ensuring alignment with BTV's long-term strategic vision;
- Drive operational accountability, performance metrics, and execution discipline;
- Partner with the Founder & CEO on growth strategy, organizational planning, and business development initiatives;
- Support and mentor leaders in sales, production, marketing, and client services functions;
- Identify opportunities to improve scalability, efficiency, and profitability through systems and process optimization;
- Expand BTV's strategic partnerships and reseller relationships within investor relations and financial communications markets;
- Lead operational integration and execution of new product offerings, digital services, and AI-enabled solutions;
- Maintain a performance culture while fostering collaboration, transparency, and engagement;
- Ensure great client experience and operational consistency across campaigns and deliverables;
- Assist in budgeting, forecasting, reporting, and organizational planning activities;



## The Person

The ideal candidate is an experienced agency or media-services leader with a strong commercial orientation and a proven ability to scale complex service businesses. They are equally comfortable leading people, driving accountability, managing operations, and contributing strategically to business growth. This individual is highly entrepreneurial but comfortable operating within a founder-led environment where collaboration, trust, and execution are critical.

They bring strong leadership credibility, operational discipline, and business judgment, along with a deep appreciation for fast-moving client service environments. The successful candidate will possess strong emotional intelligence, communication skills, and the ability to build alignment across creative, production, sales, and operational teams. They will be energized by innovation, growth, and continuous improvement while remaining calm, pragmatic, and highly accountable under pressure.

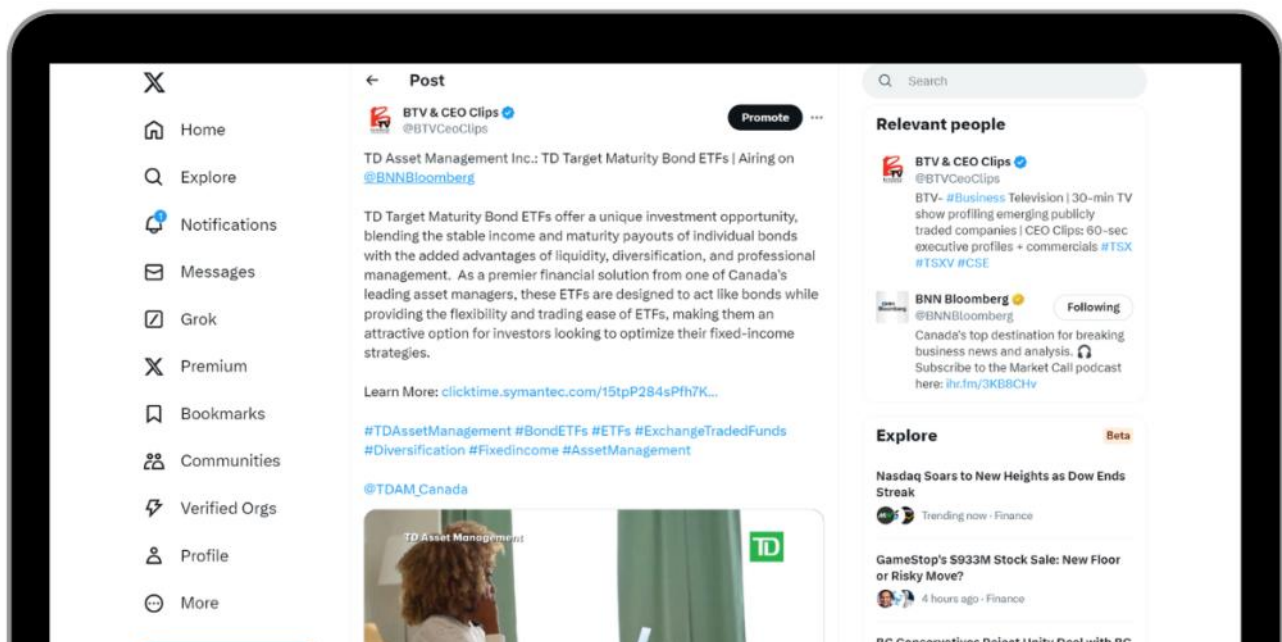




## Professional and Personal Qualifications

The ideal candidate will possess the following qualifications and experience:

- Education and credentials focused in business, operations, marketing, and/or sales;
- Significant senior leadership experience within an agency, media, investor relations, marketing services, or related environment;
- Demonstrated success managing and scaling operationally complex service organizations;
- Strong commercial acumen with experience driving revenue growth, partnerships, and business development initiatives;
- Experience leading diverse teams in sales, production, client services, digital marketing, and operations;
- Deep understanding of media, digital marketing, content distribution, and campaign execution workflows;
- Experience implementing systems, operational processes, and performance management structures;
- High level of comfort with AI, automation, and emerging technology trends impacting marketing and media businesses;
- Ability to operate effectively within a founder-led, entrepreneurial environment;
- Strong communication, leadership, coaching, and relationship management capabilities;
- Experience within investor relations, capital markets communications, financial media, or public-company marketing environments would be considered a significant asset;
- Demonstrated ability to balance strategic thinking with hands-on operational execution;
- High integrity, accountability, maturity, and sound business judgment.



## Competencies and Personal Characteristics

**Leadership** – Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

**Accountable** – Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.

**Strategic** – Develops a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's job responsibilities and overall organizational goals.

**Integrity and Honesty** – Demonstrates a resolute commitment to and respect for the spirit behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.

**Influential and Collaborative** – Has an open and consistent approach to working with others and possesses strong interpersonal skills, with the ability to build relationships and develop/maintain partnerships, obtaining stakeholder agreement.

**Creativity and Innovation** – Develops new insights into situations; questions conventional approaches; encourages new ideas; designs and implements new or cutting-edge programs/processes.

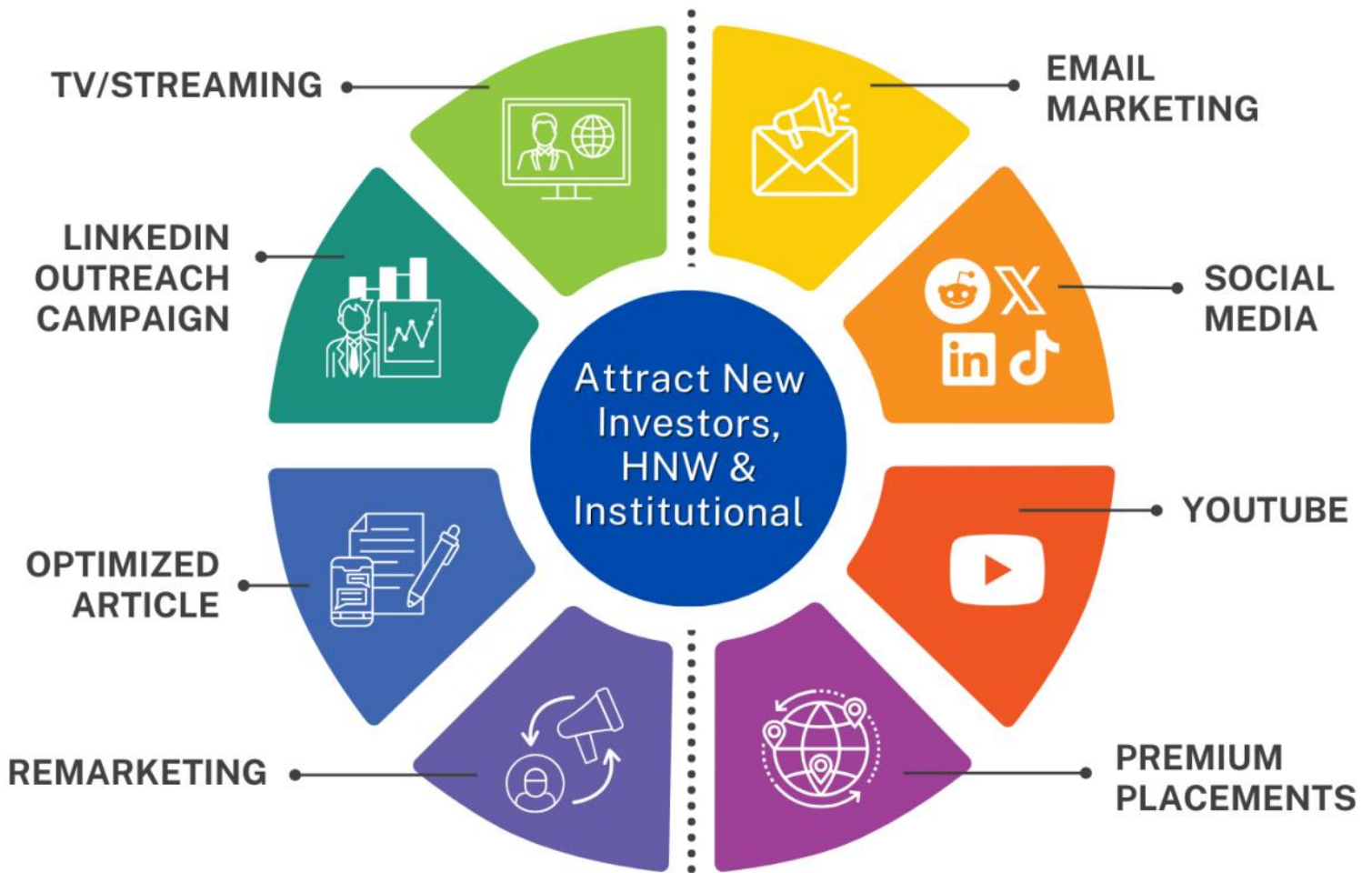
**Effective Working Relationships** – Treats colleagues, and stakeholders with respect; resolves conflicts in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.

**Communication** – Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.

**People Development** – Fosters learning and development of others through coaching, managing performance and mentoring; has a genuine desire to develop others and help them succeed; formally and informally recognizes deserving staff and colleagues.

**Stakeholder Focused** – Anticipates and attends to the needs of internal and external stakeholders of the organization; keeps stakeholder interests in the forefront.

# Distribution Channels



## COMPENSATION

A competitive compensation package will be provided including an attractive target base salary of \$200,000 to \$250,000 plus performance-based incentives and benefits. Further details will be discussed in an interview.

## FOR INFORMATION PLEASE CONTACT:

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