



## Richard Zwicky

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Over the past 25 years, Richard Zwicky has founded and built several Victoria BC based companies. Over the years he built more than one organization into a global leader with operations in Canada, the US, South America, and across Europe. The author of more than a dozen patents, he has developed considerable strategic management expertise and leadership skills across a spectrum of industries.

Currently Richard is an Executive Advisor with responsibility for Global Marketing Strategies with the Alacrity Foundation, a global business incubator and accelerator program; Chair at Metamend; and also an Executive Advisor with the French Accelerator. In his various roles, he continues to participate in mentoring and helping entrepreneurs develop their ideas, and themselves.

Richard began his career by building a highly profitable chain of retail stores until 1998. Upon exiting, he developed Luggageworld, one of the earliest drop-ship retail operations.

Success with Luggageworld led to the development of online marketing technologies. Demand from other business operators for the technology and supporting services resulted in the founding of Metamend, an online marketing agency, in late 1999. There, he built a multi-million dollar sales funnel and delivered services to many of the best known brands across North America. Metamend continues to thrive today, servicing clients globally.

In 2004 he began work on a series of new technologies that resulted in the creation of new data collection and analysis systems which represented one of the first “Big Data and Cloud Technology Systems.” These led to the creation of Enquisite, the world’s first search analytics company. Between 2006 and late 2010 he raised over \$20MM in Venture Capital for Enquisite, and hired a world-class leadership team. Operations were based in San Francisco, with a continued presence in Victoria, as well as NYC, and the UK. During this period he focused on strategic sales partnerships and product development, and the company grew to over 10,000 installs, with clients and partners that included WPP, Omnicom, Publicis, The Tribune Company, Nordstrom, Macy’s, Cheapflights, Salesforce, REI, Travelers Group, and many more.

In 2010 he took an opportunity to exit Enquisite so to spend time with his growing children, and he began providing services to various clients. Work has included developing a sales team to grow a \$1MM /month recurring revenue stream, corporate reorganizations, global expansions, strategic business reviews, and reorganizing sales and services delivery teams.

The extensive range of his experience has resulted in numerous articles being published and over 100 engagements as a speaker, panelist, and keynote presenter in English, French, Spanish, as well as moderating sessions in German.

Richard continues to be active in various local organizations, and supports various University of Victoria programs, including ICE and CanAssist.