

John Leishman

bio**graphy**



GEEKS ON THE WAY[®]
MOBILE COMPUTER TROUBLESHOOTING

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John Leishman
Chief Geek Executive

John Leishman is Chief Executive Geek of The Geek Patrol. John has led the company to be on the list of Alberta Ventures 25 fastest growing company list, two years in a row (2004 and 2005). The Geek Patrol has also made it on to Profit Magazines "Hot 50" growth companies to watch in Canada list.

But the John's business success story starts much earlier... he has been entrepreneurial since the ripe old age of 18.

Aside from his current business, John's most successful business endeavor was a successful waste management business (in Vancouver) that he started, ran, and then consequently sold. The business wasn't one that most people would consider to be a good one to get into, yet alone make a profit, but John saw great potential in the cleaning up of pet waste on people's property. He started this concept with \$200 and grew it to a 6 figure revenue generating business with a 80% profit margin.

John also had tremendous success generating media coverage that substantially mitigated marketing costs. Since the waste management company has been sold, it has grown an additional 850%.

Around the same time, John set up and ran a tour company for 3 years and then sold. What is most interesting about this venture was the David and Goliath battle that he fought to get going. The three biggest tour operators that competed in his area (Greyhound, Grayline and Brewsters Bus lines) all lobbied against his obtaining a tour operating license to the BC government. John's business acumen and solid business plan persuaded the BC government to see that there was a market niche that was not being served by the big three competitors, so they gave John the green light. From that point, he took the company on quite the tour. It has grown 2000% since its sale.

Both of these businesses are a testament to John's ability to pick out underserved niche markets and cater to their unique needs. The success stories don't stop there. John has also managed a Dog Sled company in the Canadian Rockies with 160 dogs, been involved in the Timeshare industry with Marriott and was the General Manager for Alberta, for Radiant Communications, a national Internet Service Provider. With Radiant, John helped devise the expansion strategy for Radiant which took the company from 35 staff to 165 staff in 18 months.

John incorporated The Geek Patrol on Oct.1/2001 but did not work full time at the business until Oct.1/2002. Since the first year, staff has swelled to 30 with 10 000 unique customers serviced and over 25 000 service calls made. Operations have expanded to include Vancouver in January 04 and Edmonton in April/05. A new service called PhoneAGeek was launched in February 05, to cater to the calls from south of the border looking for technical support. The change has been intense. The Geek Patrol has grown from answering phone calls in a coffee shop with a cell phone and a laptop, to a technically sophisticated call centre with highly trained technicians able to be dispatched usually for same day service. There are expansion plans for USA, England, Australia, New Zealand and Ireland.