



## GLEN EISENBERG

“Treating a client’s business like it’s your own allows you to understand their world, identify the weaknesses and then tailor results-driven solutions.”

-Glen Eisenberg, President of Precision

## BIO

He’s a master communicator, an award-winning marketer and a passionate entrepreneur. As the President of Precision Advertising, a full-service marketing and communications boutique agency in Montreal, Canada, Glen Eisenberg is a highly effective business leader with an ultra hands-on approach to delivering extraordinary results for his clients.

His leadership approach is focused and results-driven at its core. His energy and enjoyment of his craft is contagious. He leads a talented and skilled “inter-connected team of specialized professionals who deliver breakthrough ideas and solutions” for several leading Canadian and international brands including Chase Paymentech, Kliik eyewear, Cartise International and Conrad C. His personalized contribution to helping clients sustain their brand value over time keeps him at the forefront of the industry, positioning the company A DEGREE ABOVE the rest.

“When we put together a solution for our client, we don’t just hand it over, we LIVE IT with our client,” says Eisenberg. “We see every program or product into the marketplace with them.”

Fuelled by passion, strategic collaboration and highly skilled efforts, Precision has been recognized with the 2009 Interactive Media Award (IMA) for Outstanding Achievement in website design under the category of “Fashion/Style” for EVATIK, a new line of men’s eyewear for today’s urban male. The Web Marketing Association has also recognized the agency for its work on Evatik.com, presenting it with the IAC (Internet Advertising Competition) Award for Outstanding Website.

“It is a true honour to be recognized by both associations and our industry peers,” says Eisenberg. “The site genuinely demonstrates the incredible talent of our creative team.”

## PROFESSIONAL HISTORY

Eisenberg got his start in marketing and communications while studying business at the University of Western Ontario (a 1989 graduate). He spent much of his non-academic time actively pursuing and developing a campus program designed to help companies reach the 18 to 24-year-old university market. In 1986, he launched Campus Image Poster—a student souvenir that captured all the excitement of Frosh week. Outlining the perimeter of the poster were ads purchased by companies, targeting the youth market. The posters were a hit, eventually expanding into sample and coupon programs. He then launched the first national quarterly university magazine called Looking Up. The publication was distributed to over 200,000 students at 25 universities and colleges across Canada. It was a successful venture that combined a deep knowledge of sales and marketing principles with Eisenberg's driven character, always committed to making things work.

In 1992, he accepted a position at an ad agency, eventually becoming a partner in the firm. After five years working with high-profile clients in the consumer packaged goods industry, Eisenberg launched his own company.

Precision Advertising was formed in 1997 in Toronto, Ontario. Equipped with passionate sales skills and an engaging communications style, Eisenberg's client base grew within the first three months. Wanting to be closer to family, he moved the company to Montreal in November 1999.

Precision is now centrally-located near a famous city landmark, The Orange Julep, servicing over a dozen active clients in the apparel, cosmetic, optical, beauty and lifestyle industries.

It is Eisenberg's proactive, roll-up-your-sleeves kind of work ethic and authentic ability to feel for his clients' brands that give him a distinguishing edge in the industry today. His clear understanding of and firm belief in developing strategies for the three major groups of any company: the team, the clients and the suppliers, has resulted in success all around.

“My father was a strong and hard negotiator. When the deal was done, his word meant everything and nothing came in the way. I practice that philosophy today and always maintain that same level of integrity.”

## THE ACCOMPLISHED PROFESSIONAL

Born in Montreal, Quebec on May 27, 1966, Eisenberg was raised in a family with a strong entrepreneurial spirit. An immigrant to Canada with little funds to support his family, his father's humble beginnings as a house painter, then taxi driver and eventually clothing manufacturer exemplified the old adage that failure wasn't an option in life and in business. After putting his taxi license up as collateral to buy a near bankrupt clothing manufacturer, his father saw his own purchase grow into a \$30 million company employing over 250 employees.

“My father was a strong and hard negotiator,” says Eisenberg. “When the deal was done, his word meant everything and nothing came in the way. I practice that philosophy today and always maintain that same level of integrity.”

Young Eisenberg's business-savvy skills came naturally and early in childhood. He was an effective communicator, driven, motivated and had the ability to convince people. But it was his strategic mind that maximized his greatest strengths and was an attribute that would serve him well when he formed Precision Advertising.

For over a decade, Eisenberg and his team have used "a business-savvy approach that makes the creative process effective" for every client. They have successfully helped clients expand their distribution into new markets, launch new products and help increase brand awareness. Precision's broad range of marketing and communications strategies, business building programs and operational solutions are innovative, stylish and effective. Most notable was the implementation of a unique Precision strategy that required a client's sales force to work cohesively with their retailers. The program resulted in an increase in the client's revenues from \$11 million to \$19 million over a four-year period.

Client service excellence and satisfaction is a primary objective for Eisenberg and it is how that satisfaction is delivered that makes the greatest impact.

“It's about forming a partnership with your clients. You don't hold a client with a contract. You provide them with an excellent level of service and the types of solutions they'd be hard-pressed to find somewhere else.”

Providing a personalized service is also par for the course. Eisenberg has travelled all over Europe, Asia and North America with his clients, completely immersed in the trenches of each one. He and members of his team attend over 25 industry trade shows and sales conferences each year, personally training client agents to sell products to retailers that compete on three levels: benefits, pricing and a marketing program specifically designed to ensure customer awareness and demand. Through a detailed audit on each client company, Eisenberg gets familiar with the inner workings, understands the dynamic challenges of the companies, and then identifies solutions that keep clients at the peak of their industries.

But to stay competitive and at the top of his own industry, in today's economy and marketplace, Eisenberg says "you have to work hard, have the ability to shift directions as the market changes and be different. By being different, we appear refreshing and our strategies are evaluated carefully. In difficult times, companies are in constant evaluation mode. They are more willing to try new things out of necessity, especially when things aren't working out as they anticipated."

Accompanying these strategies is also an internal mandate that filters down from Eisenberg's leadership—his ability to motivate his employees to achieve excellence.

"Our business is dependant on the talent and strength of our entire group," says Eisenberg. "We keep our team challenged to think beyond the task, supported and appreciated so they can grow and the company can too."

"My goal for Precision is to be known as an agency that services its clientele with a standard that most struggle to keep up with," says Eisenberg. Hence, the company's tag line: **A Degree Above.**

## EXPERTISE AND A WAY OF LIFE

Eisenberg's multi-faceted responsibilities include maintaining day-to-day operations, setting the right course for his team and ensuring the fiscal responsibility for his clients and his company. As one of Precision's top level representatives at client meetings, Eisenberg's hands-on presence is a personal and professional mandate. It is based primarily on his firm beliefs as a consumer, more than a business leader.

"I'm attracted to a product or service that delivers on the promise it's making," says Eisenberg. "Its image has to speak to me and its message has to be remarkable and clearly communicated. That's what we deliver to our clients."

Eisenberg is approachable, highly-motivated and his joie de vivre allows him to embrace leadership with its responsibility, accountability and authority. A self-proclaimed "consummate sponge," he has a passion for learning and networking to stay current in his business.

Also devoted to several children's charities like the Comfy Cozy Fund, the Mack Belson Foundation and school-age educational initiatives, Eisenberg believes that "building a better future for everyone starts with children, ensuring they become better people in society."

When he's not travelling with his clients or working in the trenches with them, Eisenberg enjoys a few rounds of golf or relaxing with his wife and four boys, who he hopes will one day join the family business.

"The greatest lesson I teach my sons is that there's never a challenge that can't be overcome. Where you're weak is where you need to focus. You have to meet your challenges head on and address them." His clients are also privy to the same words of wisdom.



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