



EXECUTIVE LEADER AND STRATEGIC ADVISOR

CONTACT

780 292 1652
grhmstphns@outlook.com
<https://grahamstephens.ca>
LinkedIn.com/Graham-Stephens
4714 Charles Bay, Edmonton AB

EDUCATION

MASTER'S DEGREE

MAJOR BUSINESS
ADMINISTRATION
Finance
University of Saskatchewan
2003 — 2004

BACHELOR'S DEGREE, MAJOR ENVIRONMENTAL SCIENCE

Forestry
University of Alberta
1989 — 1993

SKILLS

Professional

- Channel Sales & Partner Development
- Pipeline Management & Data Analytics (Salesforce, Dynamics CRM, SAP Ariba, Avetta, iValua, Pipeline)
- Team Coaching & Leadership
- Strategic Planning & C-Suite Engagement
- Marketing Coordination & Event Planning
- Stakeholder Collaboration & Communication
- Financial Concepts & Process Improvement
- Technical Enablement & CRM Tools
- Microsoft Office Suite, Adobe Acrobat, Google Workspace

PROFESSIONAL SUMMARY

Strategic sales and business development executive with 30+ years of experience unlocking growth in Western Canada's most demanding energy and environmental services markets. Known for identifying opportunities others overlook - from a \$100M+ basal water treatment solution for oil sands clients to M&A targets that redefine regional market share. Built teams and revenue engines from the ground up, growing one division from \$1.5M to \$120M annually while securing more than \$300M in contracts over a decade. Brings deep operational fluency across oil & gas, mining, and petrochemical sectors, combined with advanced digital literacy and an instinct for aligning innovative solutions with corporate sustainability goals.

CORE COMPETENCIES

- Strategic Business Development & Client Engagement
- Revenue Modeling, Financial Planning & Budget Management
- Pipeline Management & CRM Analytics (Salesforce, MS Dynamics, Pipeline)
- Water Treatment Process Design & Environmental Services
- Team Leadership, Coaching & Channel Development
- M&A Target Identification & Market Intelligence
- Sales Strategy Development & Digital Fluency
- Stakeholder Collaboration & Cross-Functional Delivery

WORK EXPERIENCE

Environmental 360 Solutions Ltd.

SALES DIRECTOR, ENVIRONMENTAL SERVICES

February 2024 – Present • Edmonton, AB

Leading Western Canada business development for the Environmental Services

Division across petrochemical, industrial, construction, and mining sectors.

- \$180M+ in strategic opportunities identified and converted to multi-year contracts through direct-sourced lead generation and technical sales.
- Sourced and won Oil Sands site services contracts valued at >\$12M against a \$1M budget expectation — a 12x return.
- Designed and advanced a \$100M+ saline/basal water treatment solution for oil sands clients, including full process design and team buildout; expected close Q1 2026.
- Built and now leads a field sales team of 9; recruited 6 of 11 Western Canada reps, driving CRM activity completions up 150% through structured coaching, annual planning, and Pipeline metrics enablement.
- Identified M&A targets in specialized services to inform regional growth, analyzing client market share, pricing, and revenue models for leadership.
- Drives annual sales and marketing budget planning, competitive standing offers, and cross-division collaboration with operations and logistics.
- Developing and implementing sales strategies, proposals, presentations and rate sheets, including revenue models and customer engagement plans for all target clients in Western Canada.

GRAHAM STEPHENS



Energy & Environmental Services Executive | Strategic Advisor

SKILLS

TECHNICAL TRAINING

- **Anthropic AI Learning (March 2026)**
 - AI Fluency: Framework & Foundations
 - Claude 101
 - Introduction to Claude Cowork
 - Claude Code in Action
 - Building with the Claude API
 - Model Context Protocol
 - Agent and Subagent Skills
- **Water Treatment Certificates: Udemy Online (2025)**
 - Membrane Technology for Water and Wastewater Treatment
 - Water Treatment Process Design
 - Complete Course in Water and Wastewater Treatment
- **Microsoft Suite (2017)**
 - Excel, Word, PowerPoint, Dynamics CRM, Outlook, Visio, Sharepoint, Access
- **Other:** iValua, SAP Ariba, Avetta, ISNetwork, Salesforce, Pipeline

SAFETY TRAINING

First Aid CPR, CSTS, Site Specific Energy Safety Canada / Edmonton H2S Alive, NORM Awareness, Nuclear Gauge Awareness, OHS ALA / OSSA BDO, Silica Awareness

PROJECT MANAGEMENT PROFESSIONAL (PMP) CERTIFICATION

- Module 1 Certificate
Project Management Institute / 2011

VOLUNTEERING

BOARD CHAIRMAN

Canadian Skin Cancer Foundation /
Edmonton / Canada / 2022

TRADE SHOW AND CONFERENCE PLANNING EXPERIENCE

Attended/planned/presented at over 120
events in energy and oil & gas sectors

LEADERSHIP FOUNDATIONS

Western University / London, ON / 2013

WORK EXPERIENCE CONTINUED

Secure Energy, SENIOR EXECUTIVE, BUSINESS DEVELOPMENT

January 2018 – December 2023 | Edmonton, AB

Led strategic account growth across Oil Sands, expanding client acquisition to nearly every major site in Western Canada through innovative service development.

- Grew annual revenue contribution to \$120M by penetrating nearly every Oil Sands site — CNRL, Suncor, Syncrude, Kearn — through innovative solutions including basal water treatment, haz/non-haz waste T&D, and sulphur blocking.
- Managed multi-year, complex project portfolios exceeding \$5M per contract annually, contributing to \$120M in divisional revenue.
- Developed water treatment process designs and validations for high-TDS/TSS environments; led CNRL and Suncor basal water treatment solutions from concept to implementation.

Finning Canada, MANAGER, STRATEGIC PRICING

February 2017 – January 2018 | Edmonton, AB

Designed enterprise-wide loyalty and tiered pricing programs across Finning's \$3B client portfolio.

- Generated \$36M in trackable incremental revenue through predictive Excel modeling and tiered discount structures applied across all client segments.
- Set KPIs to drive 4% parts churn increase and 11.6% profitability improvement on a \$750M parts sales budget, yielding \$87M in improved revenue.

Newalta Inc., MANAGER, HEAVY OIL SALES

2010 – 2017 | Fort McMurray, AB

Built and led a heavy oil sales team from a single site operation into a dominant multi-site presence across Oil Sands.

- Grew revenue 80x — from one site and \$1.5M/year to nearly all Oil Sands sites and \$120M/year — securing >\$250M in contracts across the period.
- Pioneered commercialization of MFT/FFT technology; launched new service lines including onsite slop oil treatment, pond dredging, lime slurry processing, and waste management — many still operating today at Secure Energy.
- Developed KPIs, client engagement plans, and marketing programs that established long-term oil sands agreements and positioned the division as a preferred environmental services partner.

EARLIER ROLES (2003 – 2010)

- **Newalta Inc.** Account Manager, Calgary Transfer Station, 2008-2010: Secured \$2M in contracts for waste management in industrial and oil & gas sectors across Southern Alberta. Worked this role for two years before moving to Fort McMurray to lead the Heavy Oil sales division.
- **Clean Harbors**, Regional Account Manager, Alberta, 2003-2008: Drove sales for environmental services targeting industrial and petrochemical industries throughout Alberta, driving waste into the Ryley Class I landfill. Secured \$5M annually and increasing acquisition by 12% YOY. Grew the base of accounts significantly over the 5-year term.
- **Registered Professional Forester**, 1993-2004. Foundation in environmental science and resource stewardship — a perspective that continues to inform a career built on sustainable industrial solutions.