



*The Midas of Business Development Innovation™*

President & CEO

Canada Green ESCO Inc.

Cell: 519-574-4161

[oleg.feldgajer@canadagreenesco.ca](mailto:oleg.feldgajer@canadagreenesco.ca)

<https://canadagreenesco.ca/>

<https://www.linkedin.com/>; <https://twitter.com/>; <https://www.youtube.com/>

Author of: "[AI Boogeyman - Dispelling Fake News About Job Losses](#)"

## **30+ YEARS OF C-LEVEL EXPERTISE**

- By definition, entrepreneurs... solve problems. And I've been solving a lot of problems over the last 30+ years. Some problems thought me the most effective ways to expedite customers' "buy-in" by solving the so-called "DO NOTHING" decision-making and the bias of the "STATUS QUO". So, I wrote about it in my LinkedIn post: "[The Curse Of Doing Nothing](#)".
- Other challenges made me realize how to deal with ambiguity and make decisions despite the insufficient data – please see: "[The Power Of The OPPOSITES](#)". And since imitation works best in karaoke bars, not in business, I join Advisory Boards to unlock Radical Innovation.
- I always believed that good advisors help increase REVENUES & reduce COSTS. Great ones, turn COST into PROFIT centers - so I deliver the right KEE (Knowledge, Experience, and Expertise) to do so.
- It was Warren Buffett who once said: "predicting rain doesn't count; building arks, does". And while in the past, I helped hundreds of Cleantech companies to succeed, I now deploy... our own startups. We launch organically grown moonshots, but instead of flying the rich to the moon, we bring the moonshots down to earth...
- As a founder of Canada Green ESCO Inc. (CGE), I used BusinessAI™ strategies in Cleantech - focused on fighting Climate Change & utility-scale Environmental Risks. In total, CGE raised \$1B+ in project finance linked to solar, wind, geothermal, Waste-To-Energy (WTE), energy efficiency, and more.
- Now, I help maximize returns in other sectors, too. And I apply the same structured finance expertise I acquired through financing Cleantech projects. My pattern recognition abilities allow me to see what is still missing & how to maximize business offerings & profitability. And as a coach & mentor, I bring unparalleled business savvy to separate the wheat from the chaff...
- What I learned over the years is that it is not just technology innovation that makes all the difference. Business Model Innovation is as disruptive as Technology Innovation and yet I see too many companies focused on pushing their product out the door – while losing ~70% of untapped revenue streams...
- Since coming to Canada 40 years ago, I obtained a master's degree in Computer Engineering from the University of Waterloo. And for the next 10 years, I gained knowledge on how to manage pattern recognition & data analytics projects.
- In my 40s, I started my own AI software company, where I learned the complexity of business ownership, raising capital, corporate governance, etc. More importantly, I also learned how to deal with people and the importance of mastering emotional IQ.
- In my 50s, I ran private and public companies, and learned how to motivate, mentor, and inspire. I also went back to school and earned a joint EMBA/MBA degree from Kellogg School of Management at Northwestern University in Chicago and York University in Toronto – as it is never too late to learn new skills and additional competencies.
- Now in my 60s, I offer a Prosperity KEE to VC/CVC/PE funds and their portfolio companies. And I join Boards of Directors and/or Advisory Boards (ABs) to accelerate scale-up and expansion. The recurring emphasis is on Growth, Revenue Acceleration, Margin Enhancement, Opening New Channels/Markets, International Expansion, Turnarounds, and Innovative Exit Strategies.

- Back in the 1990s, I also volunteered as Associate Professor at The University of Waterloo, School of Optometry - and helped graduate students, to become proficient at advanced image processing. Moreover, I took a tiny startup public - building a \$135MM enterprise & received \$12MM in grants from NRC, DND, CPRC, and more.
- My Academic R&D collaborations included: UW, UofG, *and* UofT. I'm also extremely proud of the work I did at the Microelectronics and Computer Consortium (MCC) in Austin, Texas. MCC was the first, and - at one time - one of the largest, computer industry research and development consortia in the United States, headed by Navy Admiral, Bobby Inman. At its peak, MCC housed over 400 PhDs under one roof, and I was supervising a large group of the world's brightest neural network and Artificial Intelligence researchers – on behalf of \$7B NCR Corporation.
- Most of the startups are VC write-offs and only a select few turn into Unicorns. So, I offer low-cost Advisory Board (AB) subscriptions to help the... "Unicorns". Subscribe to [SmartAB™](#) and help us redefine entrepreneurship...