



Chris Carter

Entrepreneur + Philanthropist

About Me



Personal Info

Name: **Chris Carter**

Date of birth: **June 21st**

Nationality: **Canadian**

Location: **Burlington, ON Canada**

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About Myself

Marketing professional Chris Carter leverages his graphic design and web development background to deliver an encompassing experience to his clients; working with businesses of all sizes, Chris revolutionizes branding & marketing with a creative approach for deployment across both digital and print. As the founder and COO of Funding Innovation, Chris has established a solution to help others lend support to charitable foundations, working to better the healthcare & quality of life for millions of people across Canada.

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Full Bio 

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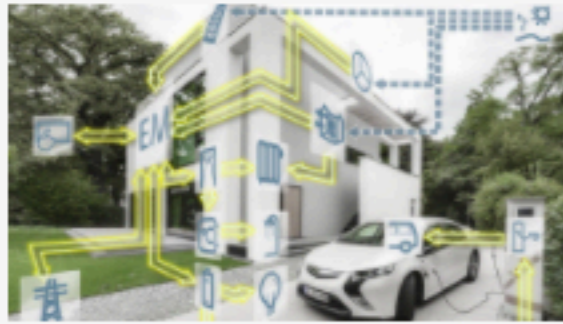
Starting his career by mentoring under VP of McDonald's global branding Peter Beresford, Chris quickly developed the skills and motivation which lead him to work with BMW, Boating Ontario, and other organizations — eventually becoming a founding member and VP for MicroMarketing which offers highly targeted behaviour insights on customer demographics. Before his work with Funding Innovation, Chris was partner at Beresford, Gardner & Co., and ClientSide Marketing. Currently Chris is active as Partner and head of logistics for Evercy Homes, a tailored build and renovation service targeted at the newest generation of homeowners.

Consistently working on multiple projects simultaneously, Chris has focused his career around positive intent and generating the most impact on his clients, the organizations he works with, and ultimately the community surrounding them. Holding the success of those around him as important as his own, Chris has transitioned from a traditional business & marketing role to one of pedagogical mentorship and enjoys increasing his knowledge while giving back to the community. Being directly involved with 100+ charities including the Make-A-Wish foundation, Support Our Troops, and the Children's Miracle Network; Chris is a staple within his community and sits as chairman of the board for the Nelson Youth Centres.

A husband and father of two, Chris is as passionate and motivated in his professional life as he is with his family & friends— with a personal philosophy to never sacrifice on positive intent, and to always go beyond his comfort zone to reach new goals. His thirst to learn, generosity, and leadership are evident in his investment for the well being of the people he values.

Experience

Evercy Homes



Partner

2017 - Present

As a Partner and head of Logistics for Evercy Homes, Chris applies his specific marketing and branding awareness knowledge to aid the modern building company. Evercy Homes specializes in creating spaces for contemporary home owners and Millennials entering the market. Strongly focusing on energy efficiency, smart home technology, and utilizing mindful materials, Evercy Homes believes that function is as important as form.

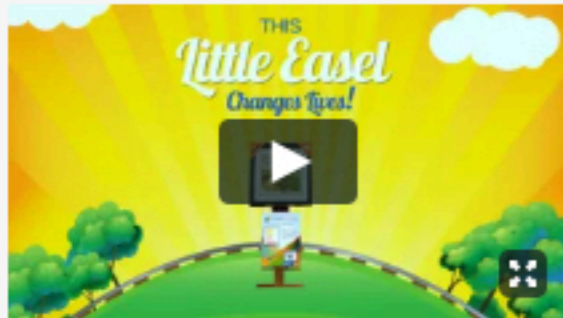
Want to learn even more? <http://www.evercyhomes.com>

Funding Innovation

Founder & COO

2014 - Present

Video: About Funding Innovation



Video: Testimonial



As the founder and COO of Funding Innovation, Chris has established a solution to help others lend support to charitable foundations, working to better the healthcare & quality of life for millions of people across Canada.

Funding Innovation proudly supports Make-A-Wish, Children's Miracle Network, SickKids and over 100 other charities and foundations. Our offices can be found in 9 provinces and we are headquartered in Burlington ON.

In our first 36 months, we raised over \$3.6 million dollars for our partners.

Want to learn even more? <http://fundinginnovation.ca/>

ClientSide Marketing

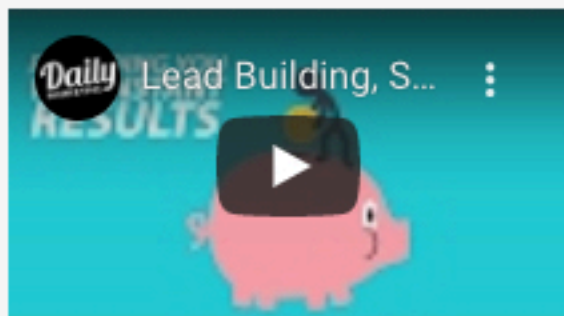
CEO

2012 - 2014

Prior to his work with Funding Innovation, Chris was partner at ClientSide Marketing. As their CEO Chris aided with the firm's ability to provide their clients with a truly outstanding marketing team without the tremendous cost normally associated with keeping a full time in-house effort. Chris upheld the philosophy of "Never Lose a Client" and illustrated his compassion and motivation to ensure complete satisfaction and quality of work.

Want to learn even more? <http://www.clientsidemarketing.com/>

Video: About ClientSide



MicroMarketing

VP Marketing

2009 - 2012

After mentoring with global branding mastermind Peter Beresford, Chris carefully developed eventually lead to Chris becoming a founding member and VP for MicroMarketing which offers highly targeted behavior insights on customer demographics.

Want to learn even more? Learn more at <http://micromarketing.ca/>

Video: Intro to MicroMarketing

