

George Dawson

Principal at Consulate General of Canada (CTA Boston)

Boston, MA, US

George Dawson is an expert in business planning, opportunity identification, marketing, financial analysis, and retail consulting.

Biography

George Dawson fixes and grows manufacturers, importers, and consumer goods brands online sales channels. He possesses a decade of hands-on online e-Commerce experience covering the entire spectrum from channel conflict (where you sell now/used to sell) to sales planning & strategy (whom to sell/target) and logistics, operations, digital & content marketing (how to ACTUALLY do it) Beyond being a partner in ecommerce management he has two decades of operating and consulting experience across marketing, buying & merchandising, supply chain management, procurement & category management, and corporate strategy.

Industry Expertise

Business Services

Areas of Expertise

E-Commerce, Retail Consulting, Private Equity Management, Financial Analysis, Business Strategy & Planning, Marketing Planning, Corporate Partnering, Digital Marketing, Restructuring

Education

Schulich School of Business

M.B.A. Entrepreneurship, Strategy & Consulting

University of New Brunswick

B.A. Human Resources & Industrial Relations

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