

Jeremy Stobo

SENIOR STRATEGIC PROFESSIONAL

I am a senior marketing and strategy leader. Throughout my 17 years experience, I've led company-wide strategic initiatives, built and optimized enterprise systems, and overseen high-performance marketing and brand development. I bring a rare combination of strategic insight, creativity, and the capacity to build systems that drive operational excellence.



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Experience

Vice President, Marketing & Strategy
2017 – 2025



Rampart International Corp

At Rampart, an equipment distributor to military and law enforcement, I served as Vice President of Marketing and Strategy. I lead strategic planning, systems development, and marketing across multiple business units. I implemented and optimized key enterprise systems and drove data-informed decision-making throughout the organization. My work helped position Rampart as a market leader while strengthening internal capabilities and team performance.

Highlights

- Directed branding, marketing strategy, and communications for the Canadian and American companies and the 50+ brands they represented.
- Led annual and quarterly strategic planning across multiple businesses held by Rampart ownership.
- Spearheaded implementation and 7 years of optimization for Salesforce CRM and other core systems
- Implemented a culture of data fluency. Built advanced BI tools and dashboards that improved KPI tracking, marketing precision, and sales performance
- Created thought leadership content, use-cases, white papers and data-driven campaigns that elevated brand authority in the defense sector
- Mentored emerging leaders and helped shape a culture of performance, learning, and operational excellence

Vice President, Marketing & Strategy
2022 – 2025



BLOCKHOUSE Corp

At Blockhouse Corp., an acquisitions firm, I served as Vice President of Marketing and Strategy. I led the marketing, branding, and systems integration efforts for newly acquired companies, helping to revitalize and scale them through strategic alignment and operational improvement. My work focused on building foundational infrastructure—marketing systems, internal processes, and business intelligence—to enable sustained growth post-acquisition.

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BLOCKHOUSE Corp (cont'd)



Highlights

- Developed and executed marketing and branding strategies across multiple acquired companies
- Led post-acquisition integration planning, including systems matching, process analysis, and internal tooling
- Conducted year-end reviews and strategic planning to align company objectives with operational capabilities
- Oversaw creative direction and content development to reposition acquired businesses in new markets
- Designed scalable internal systems and processes to improve efficiency and drive early-stage growth
- Played a central role in coordinating marketing efforts between acquired companies and strategic distribution channels

President

2017 – current



Trophy Watch Company

Trophy Watch Company began as a passion project—an effort to design a refined, minimalist line of timepieces using premium components and a modern aesthetic. I led all aspects of the brand's development, from design and manufacturing to e-commerce infrastructure and AI-powered optimization. Trophy became both a successful DTC business and a practical case study in building a digitally fluent, automated brand from the ground up.

Highlights

- Founded and led all aspects of brand development, product design, and production
- Built and launched a fully optimized e-commerce platform for direct-to-consumer sales
- Integrated AI-driven automation across marketing, fulfillment, and customer service workflows
- Oversaw product development through multiple iterations, balancing design, quality, and cost
- Established a scalable digital infrastructure and brand identity focused on elegance and function
- Used the venture as a real-world learning platform for modern DTC marketing, automation, and system architecture

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E-commerce Manager
2009 – 2017

DAVIDsTEA

DAVIDsTEA

Joined DAVIDsTEA in its first several months of business and played a key role in the company's growth from a single store to 125 locations, including a successful U.S. expansion. As E-Commerce Manager, I led the digital marketing team through rapid scaling, overseeing a multi-million-dollar online store, loyalty program, CRM development, and high-impact marketing campaigns. Contributed meaningfully to the company's IPO preparation and brand evolution, gaining deep experience in retail, digital strategy, and business growth.

Highlights

- One of the first employees at DAVIDsTEA, growing with the company from its first store to its one hundred and twenty fifth, including its U.S. market entry
- Led e-commerce operations and digital marketing, including content, social media, calendar planning, forecasting, and revenue generation
- Managed a robust loyalty program with over 25,000 members and developed CRM strategies to drive retention and growth
- Oversaw website performance and online sales, generating millions in annual revenue
- Directed marketing campaigns and collaborated on retail promotions, PR, and major store openings
- Supported the company's IPO efforts and was present on the trading floor of the NYSE on the day of listing
- Worked closely with cross-functional teams and executive leadership during a high-growth, high-performance phase of the business