

Mike Vickers

STRATEGIC GROWTH & DEVELOPMENT MANAGER

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16+ YEARS Oil & gas / industrial services	40% FASTER Proposal preparation cycle	~90% WIN RATE Proposals personally written	STRATEGIC GROWTH BD, Proposals, CRM, Marketing & Operations Alignment
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LEADERSHIP VALUE PROPOSITION

Strategic industrial services leader with 16+ years of oil and gas experience spanning field execution, project coordination, business development, proposal leadership, CRM development, digital marketing, and operational growth. I bring a rare blend of frontline credibility and commercial strategy, with the ability to identify market opportunities, build scalable pursuit systems, strengthen client relationships, and align sales, estimating, operations, and field teams around execution-ready growth. At Solution Services, I have built proposal, CRM, website analytics, marketing, and lead-generation systems from the ground up while supporting high-value RFQs, technical scoping, client walkdowns, and division expansion. My value is simple: I help industrial service companies win more work, operate with better structure, and turn growth strategy into measurable execution.

WHAT MAKES ME DIFFERENT

I bring the field credibility of someone who has worked the job, the commercial discipline of someone who can win the job, and the systems mindset of someone who can scale the business. My background is not limited to sales, operations, or marketing; it connects all three. I understand what crews need to execute safely, what clients need to buy with confidence, and what leadership needs to grow profitably. I have built proposal systems, CRM tools, lead databases, website analytics, marketing programs, and execution-ready RFQ workflows from the ground up, giving companies a stronger platform to pursue, win, and deliver industrial work.

LEADERSHIP CAPABILITIES

Growth Strategy | Business Development | Proposal & Pursuit Leadership | CRM & Client Intelligence | Industrial Services Sales | Project Scoping | Digital Marketing & SEO | Operations Alignment | Vendor Optimization | Field-to-Executive Leadership

PROFESSIONAL EXPERIENCE

Solution Services Strategic Growth & Development Manager

Jul 2025 - Present
Fort Saskatchewan, AB

Lead end-to-end growth initiatives across multiple industrial service divisions, with ownership across pipeline creation, pursuit strategy, proposal development, CRM foundation, digital market presence, and execution alignment.

- Built and implemented an integrated proposal and pursuit operating system, reducing proposal preparation time by approximately 40% while improving technical consistency across divisions.
- Own pursuit strategy for complex industrial scopes, improving bid discipline through clearer assumptions, exclusions, risk language, methodology structure, and execution-ready handoffs to operations.
- Lead the company digital ecosystem build, including website rebuild, SEO/keyword strategy, analytics instrumentation, content architecture, service positioning, and lead-quality improvement.
- Launched a structured content and marketing program covering technical articles, newsletters, campaign assets, division collateral, and market-facing credibility material tied to service-line growth.
- Established the foundation for CRM-driven business development by centralizing client intelligence, opportunity tracking, pipeline visibility, follow-up cadence, and account prioritization.
- Partner with executives and field leadership to align market demand with capacity, scheduling, equipment readiness, manpower planning, and scalable delivery priorities.
- Directed digital and market expansion support for the Large Diameter Tank Cleaning division, including positioning, technology showcase enablement, and national outreach support.

Solution Services Business Development / Technical Supervisor / Project Specialist

Jul 2024 - Jul 2025
Fort Saskatchewan, AB

Held a hybrid commercial and technical role during a critical growth phase, bridging front-office business development with field execution planning, job coordination, technical supervision, and client scope clarification.

- Supported end-to-end project execution planning for tank cleaning, mechanical, and turnaround work scopes, including client walkthroughs, technical scoping, quoting support, equipment preparation, and job coordination.
- Built the original proposal framework that standardized formatting, execution methodology language, scope breakdowns, and technical consistency across client submissions.
- Independently redesigned and rebuilt the corporate website, improving service messaging, navigation, SEO structure, lead-generation readiness, and digital credibility.
- Developed early sales-process infrastructure including lead tracking, follow-up discipline, proposal submission tracking, market segmentation, and client-contact organization.
- Served as a practical connection point between clients, field personnel, operations managers, and project teams to clarify scope, confirm execution requirements, and protect client satisfaction.

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Strategic Growth | Business Development | Industrial Services Leadership

PROFESSIONAL EXPERIENCE CONTINUED

RJ Maclean Tank Services Project Coordinator

Aug 2023 - Jun 2024
Stony Plain, AB

Coordinated project deliverables, procurement support, subcontractor engagement, progress reporting, schedule/budget tracking, and project-file control for industrial service work.

- Coordinated preparation and delivery of project deliverables while maintaining schedule, budget, quality, and communication discipline across clients, subcontractors, suppliers, and internal teams.
- Supported procurement and vendor-management activities that improved control over third-party rentals, material costs, and service-provider coordination.
- Prepared progress reporting, organized project documentation, supported invoicing workflows, and helped maintain structured project records for better project governance.
- Researched and identified government grant and funding opportunities to support corporate growth initiatives and financial sustainability.

Acden Environment Operations Supervisor

Sep 2019 - Aug 2023
Fort McMurray, AB

Managed daily oil sands waste-management operations, logistics, cost controls, site reporting, fleet coordination, metals recycling, and team performance in a safety-critical operating environment.

- Supervised waste collection, transportation, disposal coordination, and site service execution while maintaining regulatory compliance, operational efficiency, and client-service reliability.
- Managed an on-site metals recycling program, including collection, sorting, vendor coordination, shipment planning, and rebate optimization to improve revenue and reduce waste-handling costs.
- Oversaw cost tracking, reporting, fleet-maintenance coordination, field-team performance, and client communication to support safe, reliable, and profitable site operations.
- Built a high-accountability team culture focused on safety, communication, service quality, and consistent delivery in a demanding oil sands environment.

EARLIER FIELD & TECHNICAL FOUNDATION

- **Baker Hughes / GE Oil & Gas - Field Service Technician (2018 - 2019):** Pressure-control service work, wellhead installations, packoff and hanger landings, frac tree support, pressure testing, greasing, component rebuilds, and client-facing field execution across Alberta and British Columbia.
- **Clean Harbors - Equipment Operator (2016 - 2018):** Hydrovac, pressure washing, vacuum operations, tank and vessel cleaning, confined-space support, mine maintenance, utility daylighting, trenching, debris removal, and safety documentation at CNRL Albion.
- **CEDA International - Equipment Operator (2014 - 2016):** Hydrovac, vac truck, water truck, sewer flusher, high-pressure and ultra-high-pressure equipment, fluid transfer, line clearance, hydrotesting, steam work, and equipment hauling.
- **Frac Shack International - Field Supervisor (2011 - 2014):** Supervised 2-5 person fuel-management crews across active frac sites, managed rig-in/rig-out, logistics, daily client meetings, safety inspections, training, and field reporting.
- **Concord Well Servicing - Roughneck (2009 - 2011):** Completions, abandonments, pipe servicing, rod jobs, well-control support, BOP installation, rig-up/rig-out, and equipment maintenance in demanding field conditions.

SELECTED GROWTH SYSTEMS BUILT

- **Proposal System:** Built the proposal and pursuit operating system from the ground up, including standardized proposal templates, RFQ intake workflow, technical methodology language, assumptions/exclusions, risk language, site-walkdown documents, team profiles/resume bank, and shutdown/turnaround tracking tools. Personally written proposals have tracked at approximately a 90% win rate.
- **CRM System:** Built the CRM foundation to capture and route inbound/outbound leads, centralize client intelligence, organize 2,000+ industry contacts, track opportunities, manage follow-up cadence, and give the sales team better visibility into who to target, when to follow up, and where to focus effort.
- **Website & Analytics:** Completed the full rebuild and ongoing management of the corporate website from the ground up, including service-page structure, SEO foundations, lead-generation pathways, and advanced lead-intelligence analytics showing which services and pages prospects engage with before and after outreach.
- **Marketing & Outreach:** Built the supporting marketing engine: email newsletters, technical website articles, service-line content, campaign assets, direct-outreach systems, and division-aligned collateral that help convert credibility into real sales conversations.

EDUCATION, CERTIFICATIONS & TRAINING

High School Diploma - Memorial Composite (2008) | TES - Tank Entry Supervisor Certification (2024) | Project Management Basics - PMI Online | CAPM/PMP coursework in progress | Class 3 Driver's License with Air Brakes

Safety and field training includes First Aid & CPR Level C, H2S Alive, CSTS 2020, Pipeline Safety Training, Alberta OH&S Legislation Awareness, Prime Contractor, Hazard Management, Safety Culture, WHMIS, Fall Protection, Elevated Work Platform, Mine Driving, Load Securement, Forklift, Skid Steer, Spill Responder 100, Rigging/Hoisting, Telehandler, Transportation Acts of Canada & Log Books, and Leadership for Safety Excellence.