PATERSON CONSULTING

MANAGEMENT CONSULTING & CORPORATE TRAINING

Wesley Paterson, CMC — President

Certified Management Consultant · Vice Chair, CMC Alberta · Author of The Hero's Rope

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Senior advisory, training and hands-on improvement work for owners and executive teams in manufacturing, industrial, cleantech, health, technology and the public sector — nationally and internationally recognized, and delivered remotely across Canada from Medicine Hat, Alberta.[1]

WHAT WE DO

Strategy & Planning

- Strategic planning and visioning
- Business plan development
- Growth strategy and prioritization
- Funding, grant and financing readiness

Market, Sales & Marketing

- Market research and competitive intelligence
- Go-to-market and commercialization
- Sales planning and pipeline design
- Marketing plan and brand positioning

Leadership & Organization

- Leadership, culture and change
- Governance and org design
- Workforce and succession planning
- Keynotes, training and coaching

40
consulting hours in a typical project

1–3
months, kickoff to final deliverables

A funded way to start: the CMC-Canada MAS Program

The Management Advisory Services Program, administered by CMC-Canada with support from NRC-IRAP, gives eligible Canadian small and medium-sized businesses subsidized access to Certified Management Consultants. Deliverables are agreed with you, and clients may request a specific CMC by name. Many also stack MAS with SR&ED tax incentives, the Canada-Alberta Productivity Grant and other funding, grant and financing supports.[2,3,4]

Ask for Wesley Paterson, CMC on your project — or call first to see if it fits: 1-403-928-9606

Training, Lean Green Belt and keynotes: separate engagements.

RECOGNITION

2025	Consulting Project of the Year — Silver, CMC-Canada
2025	Management Consultancy Firm of the Year, Canada — Wealth & Finance International
2024	Constantinus National Champion of Canada · Top 6 internationally
2024	Emerging Professional of the Year — ICMCA
2022	Queen Elizabeth II Platinum Jubilee Medal (Alberta)

Full list at patersonconsulting.ca/awards[1]

IN THEIR WORDS

"His work demonstrated a commendable understanding of our market, and his efforts helped us identify key target demographics that presented the best opportunities."

Spencer D'Amelio — Chief Product Officer, Cronometer

"After a long search for the right CMC… we were successful to have the right Business Plan that reflected exactly what we were looking for."

Imed Jouini, BTech — General Manager, Highway Innovation Inc.

Client testimonials as published at patersonconsulting.ca/testimonials[1]

Start the conversation

A short call is usually enough to tell whether a project is the right fit, how it should be scoped, and which supports belong in the plan.

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1. Awards and testimonials — patersonconsulting.ca/awards and /testimonials · 2. CMC-Canada MAS Program — cmc-canada.ca (1-877-994-4727)
3. SR&ED tax incentives, Canada Revenue Agency — canada.ca · 4. Canada-Alberta Productivity Grant — alberta.ca/canada-alberta-productivity-grant