

## Contact

[www.linkedin.com/in/bfilby](http://www.linkedin.com/in/bfilby)  
(LinkedIn)

## Top Skills

Negotiation  
Sales Management  
Customer Relations

## Languages

French

## Publications

Increased ability of transgenic plants expressing the bacterial enzyme ACC deaminase to accumulate Cd, Co, Cu, Ni, Pb, and Zn

# Brendan Filby

CHIEF EXECUTIVE OFFICER: DCL AMERICA SME in the  
Manufacture, Launch & Sale of Emission Control Products  
Spring

## Summary

My eighteen-year career with DCL International and DCL America has been both interesting and rewarding.

Beginning my career with DCL International as a Key Account Manager for the US and Canada, I was successful in opening the power generation market in North America and expanding the distribution network within Texas and Oklahoma that captured market share in the oil and gas sector.

Because of my success, I was named Regional Sales Manager for the Western United States and charged with penetrating the natural gas compression and cogeneration markets. During this time, I secured the largest distributor in North America and grew our revenue by 50%.

In 2010, I was named General Manager of DCL America, and relocated to the United States to build a greenfield manufacturing facility and a US-based sales force. Over the next three years, we more than doubled our annual revenue.

Promoted to Chief Executive Officer of DCL America in 2017, I currently hold full P&L and executive leadership, serve as Vice President of Administration for ROADWARRIOR, Inc., a DCL spinoff specializing in emission control for Class 8 trucks, and provide sales leadership for two sister companies, Granite Fuel Engineering and AeriNOx.

Key leadership strengths that I bring to an organization include P&L management, startup operations, product development and launch, new market development, distribution channel management, consultative solution selling, technical sales and people development.

## Experience

DCL America Inc.

Chief Executive Officer

March 2017 - Present (4 years 5 months)

Houston, Texas Area

Executive leadership for a multi-million company, a staff of 50+, all strategic and tactical planning, budgeting, forecasting, lean best practices, IT, regulatory compliance, quality control/quality assurance, manufacturing and production, operations, logistics, sales and marketing strategies, and financial reporting. Continue to serve as Vice President of Administration for ROADWARRIOR Inc. Concurrent sales leadership for Granite Fuel Engineering and AeriNOx, Inc., sister companies with product synergies and a common customer base.

DCL America

General Manager

October 2010 - February 2017 (6 years 5 months)

Houston, TX

Built US-based sales force and led ground-floor development of a greenfield manufacturing facility in Houston specifically targeting the oil, gas and power generation industries. Served as Vice President of Administration for ROADWARRIOR, Inc., a DCL Group spinoff specializing in emission control for Class 8 trucks. Championed direct sales concept, initiated all sales and market training and recruited a direct sales force of nine. Coached sales team to double revenues within first three years of this cyclical business.

DCL International Inc

Regional Sales Manager

December 2005 - October 2010 (4 years 11 months)

Expanded distribution sales channels across the Western United States. Secured largest distributor in North America and managed all sales and product training. Led consultative sales calls with major OEMs and guided penetration of the US natural gas compression and cogeneration markets. Grew annual revenues by 50%.

Silex Innovations Inc

Product Manager/Consultant

November 2004 - November 2005 (1 year 1 month)

Product & Sales Consultant

Retained by major customer of DCL to establish an emission control product line and to develop distribution channel strategy. Led entry into the US market and guided the development, testing and launch of new product lines.

#### DCL International Inc

4 years 6 months

##### Sales Manager

June 2004 - October 2004 (5 months)

Managed sales team selling aftermarket emission control products for off-road equipment to OEM dealerships and rental organizations across North America. Established market for catalytic mufflers and coached sales team to deliver significant annual revenue.

##### Key Accounts Specialist

May 2000 - June 2004 (4 years 2 months)

Marketed/sold stationary engine emission control products in the US and Canada exclusively through distribution channels. Expanded distribution network into Texas and Oklahoma that captured new opportunities in the oil and gas sector. Grew revenues in Canada four-fold over three years. Forged entry into power generation market in North America and secured record revenue in new power gen business

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## Education

Beedie School of Business at Simon Fraser University

Masters, Business Administration · (2006 - 2008)

University of Waterloo

BSc, Honours Co-op Biochemistry, Biotech Opt. · (1994 - 1999)