



Doug Morneau – Chief Rhino

As founder and chief executive of Rhino Marketing Inc., Doug Morneau has been providing clients with innovative solution-oriented direct marketing, database marketing, loyalty marketing, and consultative services since 1985. His broad background in marketing, advertising, and business development provide Doug with the vision and know-how required to lead a highly effective client-focused marketing organization.

In recent years, Doug has acquired specialty expertise in the emergent practice of e-Marketing, providing clients enhanced levels of success using online media, pay per click advertising, assured e-mail deliverability, search, web analytics, and other leading edge technologies.

The ongoing success of Rhino Marketing is based on a strong focus on strategy; no matter what the tools or tactics; their ability to actively listen to customers; and a wide range of advanced competence, innovation, and leadership within the company.

Doug enjoys finding opportunity where others see none. For example, at the Direct Marketing Association's 2006 conference, Sir Richard Branson concluded a presentation to several thousand marketers by asking if anyone had any questions. Always a quick thinker, Doug was the first to ask his question. It was whether he could get his photo taken with Branson. The legendary entrepreneur agreed, but when others then followed, asking if they, too, could have their picture taken with Branson, his response was a resounding no. Typical of Doug, he was there first, he got it done and others were left wishing they had thought of it.

Doug is the only Canadian member on the Direct Marketing Technology Council, and belongs to the Direct Marketing Association, BC Association of Integrated Marketers, Email Experience Council and Word of Mouth Marketing Association.

Doug enjoys public speaking and lively discussions. He is a philanthropist at heart and is focused on giving back wherever possible. Rhino Marketing's mandate is to give as much to their chosen charities as possible – in time and money.