

Biography

Dr. Serge Gravelle



Dr. Serge Gravelle has been semi-retired for several years but remains very active.

He is a true maverick in the areas of marketing, product & service development, problem-solving, business structure and personal wealth accumulation. He enjoys financial strategies that include real estate, insurance, and business development.

Writer of over eighteen books related to the small business environment, Dr. Gravelle is an international marketing-business development coach, a renowned developer of complex online e-commerce platforms, a guide in personal growth as well as a life mentor to many.

A good portion of his time nowadays is dedicated to helping others truly help themselves achieving whatever they desire the most, from a business or a personal point of view.

A dedicated husband and proud father, Dr. Gravelle is very active in compassionate work with people in special needs and, from a more personal point of view, in the equestrian world (at all levels of organization). While a strong supporter of local and state associations, he was selected for key positions at the 2010, 2014 & 2018 World Equestrian Games and other international events.

While his favorite work remains his role as an instructor at one of the top international business schools, the Business School for Entrepreneurs (BSE operates in North America and throughout Asia, with well over 100,000 grads all over the world), his heart remains with organizations supporting true compassionate work, locally as well as globally. He also loves working with emerging athletes, helping them get to that next level they aspire to, financially & mentally.

■ In the early 1980s, after retiring as a young Captain with the Canadian Armed Forces and a successful endeavor in Import/Export, Dr. Gravelle helped create OMZIG Corporation which developed telecommunication hardware and software for the then yet to be established desktop computer market. Today, some of those developments are part of well-known applications such as email, file transfer, efax and other communication elements seen in modern computers.

■ In 1996, Dr. Gravelle created MyMall Network, the very first worldwide network of electronic shopping malls, counting 24 malls and over 2,000 stores in its first year. The network quickly grew to millions of visitors, helping many entities thrive.

■ In 1997, he helped develop a system allowing the bridging of TV advertising to the Internet. Over the years that system has marketed Tae-Bo, Bow Flex, Video Professor, John Denver, Elvis Presley, Frank Sinatra, etc. along with TimeLife, Heartland Music and K-Tel products to name only a few of the many products & entities Dr. Gravelle has helped become financially successful.

■ Through working relationships with the major television networks in America (ABC, NBC, CBS, MSNBC, FOX, etc.), Dr. Gravelle has worked with leading television advertising agencies, award winning production companies and a multitude of television Direct Response-related entities, helping to bring over a thousand different products to television, with an extremely high ratio of success. Through his network he had access to over \$1 billion/year in television air time, and contributed to the feat of hundreds of the most successful "As seen on TV" products.

■ In 1999-2000, he engineered the next generation web platform for the financial industry called Funding Hub, a project funding and investor search platform that facilitated the process of matching the right projects to the right investors, effectively and confidentially. It was later sold to a private investment firm.

■ Between 2001 and 2006 Dr. Gravelle worked on the development of new infrastructures for the Direct Response Industry in Asia. Part of the process was for him to teach the in-and-outs of television exposure and Internet marketing. He has taught employees of numerous companies such as Microsoft, IBM, GTE, AT&T and Bank of America, to name a few, and to a countless number of entities and individuals, worldwide.

■ In 2002 he undertook the creation & development of Equidigm Financial Solutions (Equidigm) across America and in Asia. Equidigm is the result of Dr. Gravelle's long time passion to bring wealth to the masses. Equidigm is a financial education company dedicated to creating a wealthier society, one home and one business at a time, using a variety of proven financial, insurance & real estate products, hand-picked business ventures, alternative energy and global opportunities.

■ In 2007 he supported the creation of the Money Technology Approach™ (MTA) which works with money at the "wholesale" level to generate cash flow and build wealth for businesses and individuals.

■ After founding Equestrian Spirit in 2004 as a way to support young riders, it became the Foundation for Equestrian Athletes (myFEA.org) in 2016, expanding support to a wide range of individuals, from people with disabilities such as autism, amputees, etc. all the way to international athletes and professionals. FEA is now a unique international not-for-profit public charity distributing 100% of donations received to true, deserving programs through several world-renowned online platforms it created over time: GlobalSparks.org, Renor.org, EquineTherapyDirectory.org, Crypto2Charities.org, HorseRescueRegistry.org, and others.

■ Dr. Gravelle's most recent achievement is the creation of the Internet's largest listing of online education and training content, including over 15,000 free courses and access to over 200,000 low cost courses from key content providers such as Alison/LinkedIn, Coursera, edX, Skillshare, Udemy, plus Colleges, Universities, and MOOCs from around the world.

■ In his semi-retirement, the core business and services offered by Dr. Gravelle's businesses consist of consulting with new and existing entities, as well as with individuals, to educate and help them get to that next level they aspire to, professionally, financially and even personally in many cases.

■ A former Olympic athlete, son of a former NHL star, married to a former world-class Figure Skater and father of a top-ranked junior equestrian athlete, Dr. Gravelle is familiar with dealing with people expecting the highest quality and the very best results. Armed with life and business experiences seldom equaled, he has the ability to meet the business and financial needs of large, international corporations, as well as small to medium size businesses, start-ups, entrepreneurs and not-for-profit entities.

■ Dr. Gravelle's motto and passion: "Live life to its fullest and help others do the same!" Armed with a genuine mix of principles, core values, real-life examples and a surprising series of business & personal trials & tribulations make him an empowering sought-after keynote speaker and trainer in numerous countries, at all levels of business (for or not-for-profit), for both hard-core business and/or genuine motivational purposes, for all who really want to grow.

■ Some of the positions Dr. Gravelle has held:

- Money Technology Approach: Founder & GM
- DePan Media Corp: President/CEO
- Equidigm Financial Group: CEO/Chairman
- Equestrian Spirit (NPO): Founder & Chairman
- Foundation for Equestrian Athletes (NPO): Founder
- Ferret Card International: General Manager
- MyMall Network Corp.: Founder/Chairman
- GlobalSParks Academy: Founder/Manager
- Global Sparks Marketing Group: Chairman
- Salud Financiera: Director
- RevShare Corp.: Partner
- OMZIG Corp.: VP of Operations
- SOS Printing Group: Founder & CEO
- PRODIT Int'l and EMA Imex, Inc: Founder & CEO
- Business School for Entrepreneurs: Instructor
- Renor Foundation: Founder
- 1KeyPay & Crypto2Charities: Founder
- On the Board of numerous national and International companies

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