

## Brian Eden

Contractor

### Toronto

Mobile: 416-271-1199

Email: [beden@weirfoulds.com](mailto:beden@weirfoulds.com)

### Practice Areas

Technology & Intellectual

Property

### WeirFoulds LLP

4100 – 66 Wellington St. West  
PO Box 35, TD Bank Tower  
Toronto, ON M5K 1B7

[www.weirfoulds.com](http://www.weirfoulds.com)



Brian Eden is a consultant at WeirFoulds LLP, focused on assisting clients with telecommunications and financial solutions transactions.

With over 25 years of broad-based experience in both procurement activities and contract negotiations, Brian has managed deals ranging from \$500,000 to over \$300 million. His background includes an MBA from the University of Michigan in 1984.

Brian has acted for both suppliers and customers in the public and private sector throughout his career, bringing a strong, balanced perspective to any engagement. His expertise spans cross-country network implementations, outsourcing, software licensing, and associated financing arrangements.

Brian's unique ability to creatively and efficiently resolve contract issues stems from his analytical thinking, creative solution development, and personal touch. He is driven by the challenge of meeting customer needs with profitable solutions while rallying cross-functional resources to successfully deliver and support them. He is proven in building trusting relationships, cross-functional collaboration, and communications excellence.

### Education

- University of Michigan, Master of Business Administration, 1984
- University of Toronto, Bachelor of Arts in Economics, 1982

### Awards

- Earned national Bravo award in 2022 for negotiating and signing large contract with national retail organization to upgrade corporate and retail locations across Canada against stiff competition.
- Earned Bell Unity Award in 2012, 2014 and 2020 for negotiating significant transactions with

national organizations for implementation and ongoing support of telecommunications technology services.

## Community Involvement

- Board Member, Prince Edward Curling Club