

BIOGRAPHY: JIM DUFF

President Flooring Canada

Jim Duff has served as President of Flooring Canada since 1994. His overall duties include directing the operations of Flooring Canada, recruitment and membership retention, and overseeing advertising and marketing initiatives. In addition, Duff is involved with sales, sales management, motivational training programs, business-skills seminars, and other programs offered to members.

In 1994, Duff and his partner, Randy McHolm, launched the CarpetMax Association in Canada, which subsequently became a fully integrated subsidiary of CCA Global Partners. Duff has more than 15 years of sales and marketing experience, both in the advertising and media industries.

Born and raised in Winnipeg, Manitoba, Duff lives with his wife, Cecilia, and daughter, Caitlin. He enjoys golfing and traveling with his family.