

TITLE: Director of Strategic Marketing/Partnerships/Relations

LOCATION: Calgary, AB

RELOCATE: Yes No Possibly



EXECUTIVE CANDIDATE PROFILE

Our highly experienced executive leader has a unique blend of creative, technical and business skills. Our Candidate has twenty-five years of experience that has helped globally recognized companies create and implement strategies surrounding stakeholder relations, business operations, communications and brand marketing. While maintaining a sharp focus on innovation, she possesses strong interpersonal skills and is a natural problem solver. This allows her to quickly identify important opportunities for technology implementation, effective team collaborations and creative design, and increased operational efficiencies to achieve overall objectives. Our Candidate has a unique ability to build trust and loyalty which results in meaningful connections with others and translates into an aptitude for positive relations with high level executives and business owners.

Skills / Knowledge / Experience

- *Successfully developed long-term business strategies by translating conceptual plans and ideas into actionable frameworks for high profile community projects. In doing so, she demonstrates strong leadership and teamwork capabilities in a highly entrepreneurial working group.*
- *Collaborated with cross-functional teams for a large-scale international sports event. Secured synergistic partnerships that helped reduce the overall projected capital and operational budgets previously positioned by a proposed similar event, from \$5B to \$2.7B. The project was expected to be a transformational opportunity for community development by creating 15,000 jobs and generating between \$1.5B - \$2B of investment in the local economy.*
- *Simultaneously managed financial and strategic operations of three charitable foundations with cumulative budgets of \$5M. Exceeded performance indicators in year one, by demonstrating proficiency in relationship building that increased dollars raised per donor by 20%. Also spearheaded the adoption of a transformative digital technology that effectively doubled revenue from the primary revenue generating stream for the company from \$2.9MM to \$5.8MM.*
- *Assisted with the hiring, payroll and management of hundreds of workers for multiple film projects that realized over \$2B in revenue.*
- *Collaborated on an international business challenge in digital transformation and next generation technologies in Rome, Italy. The project was awarded first place, as it was deemed the most viable business solution that created the greatest economic and cultural impact. The project utilized 3D digital technologies and RFID coding for product and logistics, from inception to delivery, and upon implementation, could reduce millions of dollars in business losses.*
- *Managed and effectively delivered marketing and communications in various complex diverse stakeholder models, with particular focus on those with an inclusive nature and diverse mindset. This required excellent organizational skills and engagement capabilities to relate to diverse groups, such as donors, senior executives, and board members.*
- *Co-owner/project leader who secured international investments and designed luxury homes and helped create infrastructure on 1035 acre, \$23M real estate development project.*

Education / Designations

- *Stanford University – Professional Certificate Program, Entrepreneurship and Innovation (2019 -present)*
- *Certified Innovation Leader (CIL, AIPMM 2020 -present)*
- *The Haskayne School of Business – Master’s in Business Administration*
- *University of Calgary – Bachelor of Science Degree Environmental Science/Geography*