

SUMMARY OF QUALIFICATIONS

- Strategic thinker who views activities in terms of organizational objectives
- Seasoned communicator, corporate trainer, and coach, specializing in workplace communication
- Experienced in introducing change and crafting communication based on stakeholders' interests
- MBA with communication specialty, Accredited Business Communicator, trained in coaching

PROFESSIONAL EXPERIENCE

Canada and Bermuda – Communication Coaching, Training, Consulting

- **It's Understood Communication**, <http://www.itsunderstood.com> (03/03 – present)
Head Coach – Own and manage a specialized consultancy developing workplace communication and leadership skills. Coach leaders and teams on communication, particularly face-to-face communication, with emphasis on employee engagement and communication during change.

Bermuda – Strategic Communication Consulting, Fundraising and Business Writing

- **Troncossi Public Relations**, Hamilton, Bermuda (07/04-11/04)
- **Aardvark Communications**, Hamilton, Bermuda (02/00-12/01)
Communication Consultant – Advised clients from all sectors of Bermuda's economy on audience-oriented communication strategies and tactics, placing emphasis on achieving organizational goals. At Troncossi, handled writing and media relations for the agency's diverse government, nonprofit, and private sector clients. At Aardvark, acted as principal corporate writer for a full service communications agency. Created and edited promotional, instructional, and editorial material for print, broadcast, and web.
- **Bermuda National Trust**, Hamilton, Bermuda (03/99-11/99)
Director for Development - Managed communication and fundraising for a non-profit group dedicated to preserving Bermuda's heritage. Worked with board and staff to move from a charity mindset to a marketing orientation. Developed a branding program that earned regular media exposure, expanded community awareness, began to restore eroding membership, and exceeded fundraising objectives.
- **The Bermudian Publishing Company**, Hamilton, Bermuda (08/97- 10/05)
Freelance Writer - As a regular contributor to *Bermudian Business* and *The Bermudian*, developed story ideas and wrote about events, activities, and people affecting the island's international business community and cultural life.

Canada – Strategic Communication and Training

- **Bank of Montreal (BMO)**, Toronto, Canada (04/89-03/96)
Communication Specialist, Consulting Group, Technology Planning & Development Manager Employee Communication, Public Affairs
- **Toronto Dominion Bank (TD)**, Toronto, Canada (01/87-04/89)
Instructor/Training Developer, Management Training & Development, Human Resources Assistant Manager, Employee Communication, Human Resources

Managed diverse communication and learning programs at Canadian banks at a time of rapid change and rising customer expectations. Analyzed and interpreted issues affecting employees and built support for and understanding of organizational change. Projects included publications, videos, procedure manuals, speeches, news releases, proposals, and electronic communications, as well as training programs and instructional materials. Coordinated activities of multiple suppliers and managed budgets up to \$1-million.

At TD, also worked as a trainer and developer of learning programs. At BMO, developed and presented workshops in communication and writing topics as well as effective teamwork. Also counselled and coached executives on communication techniques, with emphasis on introducing workplace change. Served as project manager/chief writer on corporate annual report and, as a member of the public affairs team, was involved in day-to-day operation of a busy, bilingual public relations organization.

Canada – Broadcast and Print Journalism

- **Various Canadian publications** (85-86) Freelance Writer/Contract Editor
- **London Free Press**, London, Ontario (84-85) Reporter/Arts Columnist/Copy Editor
- **Edmonton Journal** (81-83) News Reporter/Feature Writer
- **CFAC TV, Calgary**, Alberta (80-81) News Writer/TV Producer
- **Canadian Broadcasting Corporation, Toronto and Calgary** (77-80) Trainee/Reporter/Weekend Producer

Beginning as a newsroom secretary at CBC National TV News, held positions of increasing responsibility and challenge involving writing, reporting, planning, and management in TV news, daily newspapers, and consumer magazines. Was regularly selected for teams introducing change in the form of new shows, new features, or new publications. Developed a “national perspective” through working and living in several Canadian regions.

EDUCATION AND PROFESSIONAL QUALIFICATIONS

Royal Roads University, Management Programs Division, Victoria, British Columbia

MBA – Graduate program with special concentration in organizational communication. Major consulting project: developed a management/executive competency model for leadership development at Butterfield Bank, an international bank based in Bermuda. Project successfully implemented and model in use.

International Association of Business Communicators (IABC)

Accredited Business Communicator (ABC) – Professional certification based on experience, education, oral and written examinations, and a juried work portfolio. (Now serve as an examiner for oral component.)

Institute of Canadian Bankers/University of Toronto

Associate of the Institute (AICB) – Financial industry-sponsored business management certificate.

Bishop’s University, Faculty of Arts, Lennoxville, Québec

Bachelor of Arts (Psychology/Sociology) – Four-year liberal arts program with concentration in social sciences.

Technical and Other Programs

International Association of Coaches (IAC) certification pending. Qualified in Myers-Briggs administration and interpretation and as an emotional intelligence coach and trainer. Trained in magazine journalism, publication management, production and design, photography, web design, and human-computer interface design. Participated in many professional workshops in communication, adult training and development, workplace transition, workplace diversity and management. Have applied it all on the job.

SPECIALIZED WORKSHOPS DEVELOPED OR LICENSED

- *Talk To Me* (face-to-face communication in the workplace)
- *Write To Me* (principles of clear, effective written communication)
- *The Authentic Communicator* (series of workshops on challenging topics in communication)
- *Once More With Feeling* (using emotional intelligence in the workplace)
- *It Takes All Types* (using Myers-Briggs Type Inventory Assessment with teams)
- *Communication In The 21st Century* (communication for business leaders) – licensee
- *Leadership Works* (the personal aspects of leadership) - licensee
- *How Much Joy Can You Stand?* (developing creativity, achieving goals) – licensee
- *Your Story – A Hero’s Journey* (self discovery through writing your life story) – in development

PROFESSIONAL MEMBERSHIPS

International Association of Business Communicators (IABC) – Chair Canada East Region 2005/06; American Society of Training and Development (ASTD); International Association of Coaches (IAC); International Coach Federation (ICF); Canadian Association of Management Consultants (CMMC); Toastmasters International.

PERSONAL INTERESTS

Write, speak and lead workshops on topics of leadership, emotional intelligence, employee engagement, and communication. Coach individuals and teams on effective interpersonal communication. Perform as a singer as both soloist and chorus member. Avid reader and learner. Speak French - learning Italian.