

**Debbie** serves Elevate in two major roles – as a Manager of Administrative Services and as a Management Consultant. Debbie brings a diverse skill set to Elevate, drawn from years of experience in business management, administration, sales and customer service, community development, retail travel, technology systems and support. She adopts a results-oriented approach to everything on her agenda, focusing on details yet keeping in mind the wider view as to how each task relates to the organization’s mission or vision. In addition to excelling in her administrative and technical roles, Debbie brings the perspectives of a business owner which allows her to understand business, the marketplace and how to engage colleagues as well as clients. Debbie’s primary skills and abilities can be summarized as:

### **ADMINISTRATION AND FINANCE**

Debbie possesses strong financial skills with demonstrated ability to create effective financial and performance reports. Debbie has overseen the operations and finances of several successful companies, taking responsibility for correspondence, records and accounting functions such as A/P, A/R, payroll, tax filing and banking. In addition to Elevate, she has managed businesses in construction and land management, retail, software development, and a veterinary practice. Among those organizations, Debbie joined several during their start-up phase, creating efficient administrative processes, and played an integral role during their periods of largest growth.

### **RESEARCH AND APPLICATION ANALYTICS**

Debbie has supported many of Elevate’s evaluation, business case, planning and process improvement projects with literature reviews and data analysis, bringing an objective perspective, free of bias, to each task. Data capture sources include interview responses, surveys, process diagrams, and facilitated meeting notes among others. Debbie analyses the data for emerging common themes and subtexts; she looks for patterns to help illuminate the broader central questions or issues, as well as factors that might explain pattern deviations, and identifies if additional data may be needed. The resulting reports are thorough, yet concise and succinct.

### **STAKEHOLDER ENGAGEMENT**

In all of Debbie’s occupations, she relies on the premises of sound stakeholder engagement. She utilizes a continuous process of collaboration to understand current client expectations and needs, and understands the importance of facilitating effective communication between stakeholders.

### **EDITING AND WRITING**

Debbie’s portfolio of writing includes a variety of documents intended for a wide range of audiences, or readers. At Elevate Debbie is responsible for producing reports, project charters, technical manuals, proposals, internal and client communications. As an editor at Elevate, Debbie favours a collaborative approach working with authors, to ensure their ideas are presented with clarity. Behind the scenes, Debbie provides that “second set of eyes” to review, proof and edit project deliverables and marketing collateral. She provides copy, content and substantive editing services.

## **COMMUNITY DEVELOPMENT AND EVENT PLANNING**

Debbie's role as Executive Director of the Sidney, BC's Community Development Office was to act as pivotal point of contact for residents and businesses in an organization created to encourage and facilitate an economically vibrant community. Marketing activities increased several-fold by convincing a growing number of businesses the value of participation and engagement. This was done by effective and persistent networking and the creation/execution of focused and engaging special events and new marketing initiatives. Debbie compiled data and authored a Community Profile for the Town of, a document which acted as primary reference for residents, businesses, visitors and as a relocation guide. Both professionally and as a volunteer, Debbie has planned a wide variety of events. She has organized meetings, workshops and receptions for 5 to 500 people; even car rallies. As a key member of planning and logistic teams, she has been instrumental in establishing large public events such as art exhibits, festivals, concerts and parades.

## **EDUCATION AND PROFESSIONAL CERTIFICATION**

- Project Management, Software Productivity Centre, Vancouver
- Certificate, Systems Analysis & Computer Programming, George Brown College
- Bachelor of Arts, University of Toronto