

Ellen is a consultant with Elevate. Ellen has over 20+ years of experience in strategic planning, business planning, business development, project management, facilitation, and training. Over her career she has worked in the private sector, as an entrepreneur, with non-profits, within government, and in a senior management capacity in the hospitality industry. She has also been involved in providing strategic advice and support across numerous other projects, including performing market analysis, developing business plans, drafting feasibility studies, providing operational assessments, creating training manuals, and writing key decision documents for decision-makers. Ellen's primary skills can be summarized as:

BUSINESS DEVELOPMENT AND CAPACITY BUILDING

Ellen has spent a large part of her career developing new businesses. Being a part of the opening team for several hospitality resort properties, Ellen thrives in the uncertain world of startups. Troubleshooting comes easily, and Ellen is a natural problem-solver. The range of businesses that she has led through the development process is diverse, and includes exploring new entrepreneurial business opportunities to restructuring spa operations at high-end luxury resorts. Ellen excels at building business frameworks that are effective, practical, understandable, and most importantly, implementable. Other areas of expertise include evaluating production capabilities and identifying gaps in skills or knowledge that require further training or development. She also understands the crucial need to engage stakeholders throughout the development process to achieve support for the end product and build successful relationships.

STRATEGIC PLANNING AND LOGISTICS

Ellen demonstrates strong strategic planning skills, with much of the focus of her career involving the development of processes to improve operations and workflows to increase efficiencies. She has been involved in developing strategic plans both for long-term initiatives, and with newly created organizations. For several years, Ellen was responsible for identifying and evaluating new business opportunities for First Nation communities, many far from urban centers. Working in remote locations presented unique logistical challenges, both in terms of infrastructure and access, requiring creative solutions to implement the projects. Ellen has worked with many other organizations identifying areas for expansion or improvement and providing guidance with a phased approach to business development.

BUSINESS AND TECHNICAL WRITING

Ellen's experience in business and educational environments has resulted in the development of a significant writing skill set. This includes an understanding of how to develop and present information in a manner that provides the right information at the right level to the right audience. Ellen recognizes and can tailor information to present different levels of information for different purposes. She has developed course material for adult learners in a variety of subjects, as well as created graded materials, assignments, technical training manuals, and evaluation tools. Ellen has experience in job description writing, defining technical specifications for equipment operation, and creating training protocols that are clear and easy to understand and use.



PROJECT MANAGEMENT AND IMPLEMENTATION

Ellen has been responsible for managing multiple projects with a variety of organizations, including significant development and implementation processes. As an independent consultant, she was involved in identifying and developing frameworks for new business opportunities for Coastal First Nations looking to enter Non-Timber Forest Product sectors. She has also worked with several resort properties developing or expanding spa service offerings, including equipment selection and procurement, staff hiring and training, and operational implementation.

TRAINING AND FACILITATION

Ellen has held several roles throughout her career involving training and knowledge transfer and the provision of support to learners in all stages of education and business. She has worked as an educator and facilitator for wholesale distributors, as well as with several post-secondary training colleges. She has provided business coaching and mentoring for both seasoned business owners and new entries. Whether creating consistent delivery models and client experiences through specific protocols for business, or developing step-by-step learning tools for students, both require an ability to break a task down to its essence and communicate the importance of each step in the process, which Ellen delivers.

EDUCATION

- Red Seal Journeyman Qualification in Landscape Horticulture (ITA), received in 2014
- Master of Business Administration in Executive Management (MBA) with a specialization in Management Consulting from Royal Roads University, received in 2007
- Certificate of Business Administration from the Department of Continuing Studies at the University of Victoria, received in 2004

