

MARK OVERTON- PASZEK

Consultant

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Mark is passionate about sparking inspired experiences with a level of service that goes beyond limits. He believes in true diversity and equality. Mark is proud to drive loyalty and to deliver top line results by leading with humility, fostering genuine connections, and building strong personal & professional relationships. Driven by a desire to help others and a focus on excellence, Mark is an individual with a caring nature who is observant, detailed, successful and genuine.

COMMUNICATION

Mark's success is supported by his advanced communication skills, and innate ability to communicate effectively with all levels of an organisation. These skills have assisted him in consistently achieving and exceeding established financial goals and targets through negotiations, facilitations, product presentations and relationship building. This was highlighted best in his work as Senior Sales Manager at Fairmont Empress, where he exceeded individual and whole organisation Revenue goals each year of his employment, whilst leading and supporting a team of Sales associates to also realise and achieve their own goals. Mark also proudly supported and represented the Hotel's LGBTQ+ community by standing up the first Pride Society within the Hotel and securing active involvement in the Victoria Pride Parade for the first time in the Hotels' 113 year history.

PLANNING AND STRATEGY

Throughout his career, Mark was fortunate to work at a Managerial level broadly across the hotel and tourism industry, with experience in Operations, Sales and Business Development. An example of Mark's planning and strategy experience is in the work he did launching the Fairmont Empress following a \$65 Million Dollar restoration investment. This work required planning at a strategic level to create business development and sales plans including creation of new strategies and objectives to support the transition of the Hotel into the Luxury segment, establishing an entirely new business mix, and identifying new customers and target markets. Mark was then required to implement (and support the team to adopt and implement) these newly developed strategies and objectives.

BUSINESS ANALYSIS

As a Sales and Business Development Manager, consistent Business Analysis of both his own Business and that of his Clients' was a key component to success. Key activities included prospecting new business and subsequent ongoing account management. To establish credibility and build relationships with new Clients, Mark would ensure he developed a thorough understanding of the Client's business, the landscape they operate in and their Strengths, Weaknesses, Opportunities and Threats. This Client centric focus allowed him to collaborate across multiple industries, including Financial, Insurance, Pharmaceutical, Health, Automotive, Retail, Manufacturing, Technology, Telecommunications and Member Associations. Similarly, he worked internally to analyse and develop his own Business' needs to drive his strategic and thoughtful approach with Clients.

FACILITATION

Mark's success is directly related to the strong relationships he establishes broadly, particularly with Clients. He is considered a trusted advisor as he facilitated sessions to assist Clients uncover their needs



as it relates to Group Travel, Incentive Travel, Meetings, Events and Conferences. He would work with Clients to build strategy in this segment, aligning their objectives, goals, and desired future state, with solutions provided by his Business. Internally, Mark was also a Leader who facilitated on-boarding and Brand training sessions with new Employees across all departments within the Hotel.

EMPLOYMENT HISTORY

- Consultant, Elevate Consulting: 2021 – present
- Senior Sales Manager, Fairmont Empress: April 2019 – March 2021
- Sales Manager, Fairmont Empress: October 2016 – April 2019
- Group Sales Manager, Hilton Hotels and Resorts: July 2015 – October 2016
- Various Managerial Sales and Operations Roles, Starwood Hotels and Resorts: 2005 - 2015

EDUCATION AND PROFESSIONAL CERTIFICATION

- Advanced Diploma Business and Hospitality Management, 2005-2007

RECENT PROJECTS

Business Analyst

BC Ministry of Citizens Services, Real Property Division

Strategic Planning

June 2021 to present (2 months)

- Providing Business Analyst support through engagements with Extended Leadership Team, Staff, and other key Stakeholders to develop a Real Property Division strategic plan.

Business Analyst

BC Ministry of Indigenous Relations and Reconciliation

Transforming Additions to Treaty Lands

April 2021 to present (4 months)

- Providing Business Analyst support in the development of process maps to facilitate the transfer and sale process of pre-approved and owned Lands to Treaty Lands, as per Treaty provisions.

Business Analyst and Support Facilitator

BC Ministry of Transportation and Infrastructure

'Leader in You', Leadership Development Program

April 2021 to July 2021 (3 months)

- Provided Business Analyst support in the redevelopment of the 'Leader in You', Leadership Development Program updating content and design, as well as transforming the delivery of the course from in-person to fully digital. Assisted in the facilitation of the Pilot virtual course to 18 Leaders across the Ministry.

Business Analyst

BC Ministry of Forests, Lands, Natural Resource Operations and Rural Development Contacts

Digital Strategy

April 2021 to June 2021 (2 months)

- Provided Business Analyst support to assist in the development of the Ministry's Digital Strategy, through the facilitation of interviews and workshops to understand current state and business priorities.

Business Analyst

The Bateman Foundation

Organizational Health Check

April 2021 to July 2021 (3 months)

- Provided Business Analyst support in building a fulsome picture of the Organisation's current operating environment, to understand and re-develop business priorities to facilitate an Organizational restructure.