



Responsible for sales, business development, marketing and strategic planning to reverse company's decreasing revenues; developed a new strategic direction, designed and implemented a marketing program to generate leads, and hired and managed a core sales team to grow revenues.

Impact: Annual revenues grew to \$4.8 million from \$1.5 million within three years, reversing a 50% drop in revenues and returning the company to profitability with a minimal marketing budget

- Managed a cross-functional team that specified, developed, priced and launched a new product line for a new market, in less than six months using existing resources
- Initiated and drove the development of all marketing collateral, pricing, positioning and promotion of the new product, which included developing a new corporate website, and implementing an internet marketing program (email, social media, blogs, twitter, whitepapers, cross-promotions with partners, public speaking, contests, and articles) to find and nurture prospects and to support sales efforts
- Managed and implemented dozens of market and customer satisfaction surveys for client, presented key findings including key drivers of satisfaction and recommended programs that would lead to better business results. Instituted new sales strategies, controls and metrics, transitioned the company to a solutions focus from a products focus, and implemented a Customer Relationship Management system
- Led major account sales teams, and participated directly in the sales process through to successful conclusion for major accounts, including Hallmark, Canada Post, General Motors, GMAC, Loblaw's, and others; signed the first \$1-million-per-year customer in company history

### **In-Touch Survey Systems, Ottawa, ON Consultant**

**Sept 2004-Jan 2005**

As a consultant hired to be a change agent, completed a SWOT analysis and received approval for a new strategic direction that repositioned the company into a new and growing market. Hired by the company full-time to implement plan

### **GotMarketing, Ottawa ON**

One of the first permission-based email marketing software companies in the world, product was sold through Microsoft, Yahoo!, Salesforce.com and other major internet players

### **Founder and CEO – Ottawa**

**1999-2003**

Conceived of, raised capital for, and grew this market leading company. Developed the initial business plan, completed 4 rounds of financing, hired a team that grew to more than 40 and infected them with a vision that translated into a successful product launch; created marketing and reseller partnerships with industry leaders Microsoft, Yahoo!, Salesforce.com and others

Impact: User base grew to over 100,000 and revenue run rate to more than \$2 million in first year after product launch. Six years later, business remains the second largest player in this market

- Developed a compelling business plan and successfully communicated the company vision and growth potential to angel investors and venture capitalists; grew an initial \$2 million in angel funding to \$12 million US through four rounds of financing with four venture capitalists
- Acted as the visionary and driving force behind the features, functionality, and user interface for the company's product, Campaigner, one of the first opt-in email marketing services, and successfully brought it to market
- Created a channel marketing plan, identified key channel partner candidates, developed and implemented a sales plan that resulted in multi-year reseller agreements with Yahoo!, Microsoft, Salesforce.com amongst others
- Became a thought leader and sought-after speaker in the permission marketing space, co-founded the Email Service Provider Coalition, served on the board of directors of the Coalition against Unsolicited Commercial Email (CAUCE) Canada, and participated in the Canadian Federal Government Anti-Spam Task force
- Developed consolidated internet marketing communication strategies to address customer segments; combined inbound web applications, email campaigns and direct sales calls to convert 11 percent of prospects into paying customers, doubling the previous success rate

**Caravelle Networks, Ottawa ON  
President & CEO – Ottawa**

**1997-1999**

Privately held, VC-backed early stage website monitoring software company

Responsible for initiating and completing a corporate turnaround by repositioning the company to attract buyers and managing the successful sale of the company to the satisfaction of key investors

Impact: Successfully found a strategic buyer for the company, managed the sale and realized a 30-fold return on investment for supportive shareholders despite almost no working capital

- Joined Caravelle when the company had sufficient cash for only 30 days of operation; concluded an initial bridge financing round in three weeks and a larger venture round shortly thereafter
- Completely changed business model, re-launching the existing product repositioned to meet needs of a new customer segment
- Increased the product price ten-fold and increased revenues and number of customers
- Pioneered the delivery of software electronically instead of in a package, and used email to reach potential customers at a time when email marketing did not yet exist

**Telesat Mobile - mobile satellite provider  
VP Sales and Marketing, Director Marketing, Consultant**

**1992-1997**

Early stage mobile satellite company backed by BCE, Canada's largest telecom company

Held a variety of increasingly senior roles in a mobile satellite company as it prepared for and successfully launched and commercialized a nationwide mobile voice and data network; responsible for developing an aggressive sales and marketing program to monetize the network

Impact: Signed customer contracts for over \$30 million before satellite launch and developed an operational infrastructure for service delivery, billing and customer support post launch

- Developed and implemented corporate media relations strategies with trade and business press, and industry analysts; coordinated development of programs to deal with unforeseen and possibly negative news; engaged multiple company stakeholders in creating and sustaining a consistent media message
- With a \$50 million budget, guided the efforts of large specialized teams and external agencies to produce online, print and TV advertising programs to coincide with the launch of the satellite
- Proposed a channel marketing program, sourced key channel partners and signed three major partners to a commitment of more than \$30 million pre-launch
- Invested in joint marketing programs to maximize subscriber adoption through resellers, realizing \$7 million in revenue run rate in first 12 months

**FirstMark Technologies - statistical software,  
Marketing Director**

**1991-1992**

**Gandalf Data - data communications hardware,  
Trainer, Sales Executive, Marketing Manager, Product line Manager**

**1985-1991**

EDUCATION

BComm Honors, University of Ottawa, 1983

Bilingual - French and English

PROFESSIONAL

Professional Market Researcher Certification - Expert Level

Certified Internet Marketing and Business Strategist

Volunteer VP Social Media, Canadian Advanced Technology Alliance WIT

Member Internet Association of Privacy Professionals

Member Marketing Executive Networking Group

Winner – Marketing Sherpa's Best Viral Marketing Campaign 2007

Business Woman of the Year Finalist 2007

