

TAMEY MCINTOSH

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SUMMARY

Tamey McIntosh is a web professional with over 11 years of progressive experience in the private and public sectors. She has worked on large and small-scale technical and content initiatives.

Tamey has spent the last 5 years with various Government Departments working on the Web. Before that she spent 8 years as a Management Consultant for Accenture, where she worked on large-scale implementations of various applications including the Web. She has been responsible for defining project objectives, terms of reference, budgets, and project composition for multiple projects. Her experience covers the full project life cycle: initiating, strategic planning, executing, testing and evaluation.

She is also an entrepreneur, having owned several online businesses; a recent example is Pure Know How, a communications site.

Tamey's strong organizational and people skills, coupled with her extensive project management and technical knowledge, enable her to create and motivate teams to achieve consistently successful project delivery.

- Web Project Management/Strategist
- Social Media
- Communications Specialist

EXPERIENCE

Pure Know How, Inc. Co-owner and Director

Pure Know How is an on-line communication service. Responsibilities include:

- Business Planning:
 - Development of an overall business strategy, goals and operational plans.
 - Creation of viral marketing plan to build opt-in subscriber base.
 - Sales and marketing plan to recruit and manage advertisers and sponsors.
 - Development of online retail component
- Technology Lead for:
 - Web site design and maintenance
 - Email software set-up and ongoing maintenance.
 - E-Commerce portion of site.
- Content:
 - Created Information Architecture
 - Research and writing of e-bulletins
 - Creating content for the Web site
- Implemented public relations strategy, including blog, public speaking engagements and media interviews.

Federal Government of Canada**July 2003 – Present**

All projects for the Government have been Web related and include technical lead for large scale redesign, CLF lead, content manager and strategist.

Department of Foreign Affairs and International Trade (DFAIT)
Deputy Director, Innovations**Common Look and Feel (CLF) 2.0 Strategy**

- Creation of an overall DFAIT Web inventory
- Overall DFAIT Web site review and evaluation for CLF compliance.
- Working with key Stakeholders to ensure DFAIT meets the deadline for CLF conversion.
- Creation of a multi-tear CLF 2.0 strategy that will include a technology and content piece for a variety of platforms.

Health Canada**Manager, Internet Development & Design****Manage the Day-to-Day Operations of Health Canada's Web Site**

- Managed a team of eleven staff, including webmasters and consultations specialist for the Department. Directed the activities of web management and oversaw contract management over selected external service providers.
- Created departmental policies and guidelines for Web best practices.
- Worked with the Marketing team to help best position/promote Health Canada on the Internet.
- Managed financial and human resources for Web site communications for Departmental programs, and directs communications projects through staff or contracted resources.
- Served as the primary Departmental lead in conjunction with technical group from a Communications perspective on matters related to web services as a whole.
- Provided expert advice to senior management and Departmental clients on electronic communications issues, opportunities, challenges and alternative strategies and potential uses of the Internet and interactive communications tools and methods to disseminate Health Canada information and to facilitate the public consultation process.
- Member of the cross Department Internet Advisory Committee.

Manage the Day-to-Day Operations of the Canada Health Portal (CHP)

- Managed a team of four technical and content people; ensuring that all aspects of the Portal are running smoothly.
- Put together strategy for the closure of the CHP, ensuring the mitigation of stakeholder interests and staff relocation.

Managed the technical aspects of the redesign and launch of Health Canada's Web Site

- Technical lead for the redesign of the Health Canada web site, working with all Branches to ensure that the technical standards were understood and followed.

- Created Technical Plan and Overall project plan for the project.
- Point person for working with technical group and PWGSC on technical issues, such as servers, search engine and redirects.
- Lead the Technical Working Group; a technical group comprised of web developers from each Branch.
- Responsible for discussing all technical aspects of the project at the Web Steering Committee.
- Ensuring that upper management was always aware of the status of the project.
- Created User Requirements for the future CMS.
- Created User Acceptance Test (UAT) scripts, coordinated testing effort and conducted testing.

Managed the technical aspects of Health Canada's Intranet

- Design and Technical lead for the creation of the Health Canada Intranet.
- Researched best practice within public and private sectors.
- Provided expert advice to senior management and Departmental clients on electronic communications issues, opportunities, challenges related to Intranet's

CLF (Common Look and Feel) Chief

- Responsible for approving or rejecting all Health Canada and Change Management requests that relate to the CLF compliance of Internets and Intranets.
- Departmental contact for any questions related to CLF, and direct contact with Treasury Board on CLF related questions.
- Part of the Common Look and Feel Advisory Committee.

Elections Canada

Web Project Manager

Managed the redesign and launch of Elections Canada Young Voters Site

- Worked with consultants to redesign the look, feel, and content of the Youth Site.
- Coordinated national Focus Group testing of the new site.
- Liaised with publishing team to have content edited and translated.
- Created User Acceptance Test (UAT) scripts, coordinated testing effort and conducted testing.
- Managed members of the web team to have errors fixed which had been encountered during User Acceptance Testing.
- Involved in all web site launch activity, including:
 - Media advisories and press releases
 - Photography
 - Web cast and video-clips
 - Qs & As, Speeches and Presentations

Managed the creation of the Election Night Results (ENR) Web Application

- Worked with third party consulting firm to:
 - Gather and prioritize requirements from all directorates
 - Create graphical concepts for the application
 - Build the ENR application

- Coordinated User Acceptance testing, including test plan, test scripts and test execution.
- Worked closely with publishing team to have content edited and translated.
- Responsible for developing the ENR Work Plan.
- Liaised with IT to determine the best approach to building ENR, with performance being a key factor.

Other responsibilities Include:

- Tracking all projects that “touch“ the Elections Canada Main Site.
- Tasked with producing a weekly report on Web Team projects.
- Occasionally co-chair the Web Steering Committee Meetings.

Accenture (part of the process competency group)**1997 - 2003**

While at Accenture, the world’s leading provider of management and technology consulting services and solutions, I developed a broad base of project management and IT expertise, main projects included:

Web Project Management at Canada Post (CPC)**Application Support Manager/Program Management**

- Created and obtained client approval for application support documentation/processes and procedures (Web Applications)
- Developed Strategic Plans for the support of several web applications.
- Managed the day-to-day activities of Business Connections (On-line Sales Representative Intranet Application).
- Assisted the CPC client with defining the 2002 release plan for Business Connections.
- Created new test scripts for Business Connections.
- Liaise with the Accenture Run Support Team when completing the above tasks for Business Connections.

Web Development Team Lead

- Conducted needs assessment analysis for an internal web tool that would enable the Canada Post web team to log and track all change requests to Canadapost.ca.
- Led team of both Accenture and non-Accenture personnel in the design, development, implementation and testing of the intranet site.
- Developed a reporting tool enabling ad hoc and set reports to be run.
- Implemented online security framework using best practices methodology.
- Conducted user acceptance testing, obtaining client sign-off.
- Trained members of the Canada Post Web Team on the use of the web tool.
- Wrote training materials and supporting documentation for users.

Project Management at Canada Post and Innovapost**Testing Team Lead**

- Managed team of 4 testers to perform integration testing on a Supply Chain Management Project.
- Defined the scope of testing and assembled testing team.
- Planned testing, including the identification of business conditions and scenarios to be tested. Creation of test cases and test logs with expected results. Confirmation of testing resources and testing schedule.
- Coordinated cross-application testing to ensure system interfaces were working correctly and data originated in a source system could be successfully processed by the target system.
- Tracked Earn Value – ensuring testing was on time and budget.

Program Management Office

- Developed and managed a workplan to successfully deliver findings.
- Conducted interviews with vice-presidents of each service area and their directors to build inventory list.
- Developed the processes to maintain the inventory list.
- Worked with the business architecture team to build the tools to support the processes.
- Transitioned knowledge and ownership to Innovapost team.
- Provided findings and status report to senior executives.

Interface Test Team Lead

- Team Lead for the testing of www.canadapost.ca.
- Met with stakeholders to determine the envisioned functionality of the site in order to create test scripts.
- Managed a team of interface testers and executed test scripts.
- Modified an error-tracking database in order to monitor the resolution of the errors discovered.
- Worked with various teams ensuring that mission critical errors were resolved before release.

Y2K Testing Lead/Product Tester

- Generated Y2K testing scenarios and captured feedback on these scenarios from team members.
- Created all scripts for Y2K testing and documented Y2K testing actual results and created test packages.
- Performed a complete Y2K test of all interfaces, customizations, and key PeopleSoft functionality.
- Supported user acceptance testing including assisting users in testing custom modules and resolving client issues.
- Maintained all PeopleSoft security profiles.
- Executed product test scripts, and tracked errors in order to make interfaces and customizations product-ready.
- The system received client approval and was implemented successfully.

Analyst

- Developed COBOL program modules and DMS scripts according to design specifications and program standards.
- Developed test scripts, expected results, executed and documented component testing.
- Coordinate with Work Management personnel to reflect status information in performance reporting tool.
- Responsible for producing bi-monthly metrics reports presented to client executives.
- Designed and produced reports using relational database tools.

HR Management - Accenture**Channel Expert - National Recruiting Canada**

- National lead for Internet recruiting and Employee Referrals:
 - Increased success of Employee Referral program by 50% in Ottawa.
 - Managed a budget of \$500K for National recruiting targets.
 - Negotiated contracts and maintained relationships with all third party vendors.
 - Responsible for all Internet Re-branding from Anderson Consulting to Accenture.
- Local lead (Ottawa, Montreal, and Vancouver) for Career Fairs, Print Advertising and Agency Management.

- Organized career fairs in conjunction with event managers.
- Worked with our ad agency to develop creative for print ads.
- Negotiated all agency contracts.
- Tasked with producing creative ways to meet recruiting targets.

HR Manager

- Developed and maintained relationships with employees, providing coaching and career counseling.
- Forecasted and reviewed chargeability for partners to determine staffing requirements.
- Provided professional development advice by helping individuals' build, maintain and execute their professional plans.
- Executed annual and midyear process for client group members.
- Provided support/advocacy and input for client group members during all phases of performance/promotion cycles.

EDUCATION AND TRAINING

Bachelor of Arts, Geography, Carleton University; 1995

Professional Development Courses:

E-Commerce System Delivery	June 2001
▪ A month-long course designed as an introduction to e-Commerce project work, using Microsoft-centered technical architectures.	
Introduction to HR and Benefits/Benefits Administration – PeopleSoft	May 1999
▪ An introduction to PeopleSoft's Human Resources and Benefits packages.	
Implementation Business Solutions School	May 1998
▪ An introduction to Visual Basic and testing techniques.	
Accent on Client Server (C++)	May 1997
▪ A 5-week course designed to introduce employees to C++ in a simulated client environment.	