

## **Gabriela E. Mann, M.B.A.**

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## **SUCSESSES:**

### ***PROJECT MANAGEMENT***

- Managed a successful Rural Job Strategy application involving 35 applicants in 5 project areas with a total budget of \$16.8 million (largest in the history of the program)
- As COO of the non-profit Durham Free-Net, took a project staffed entirely by volunteers from three-months-behind mutiny conditions to the successful introduction six weeks later of Durham Region's second (and, within three months, the largest) Internet Service Provider
- As Project Manager for the Virtual Billboard Network, formalised and implemented the design of an on-line banner advertising delivery system, AND created, specified, implemented and supported the business processes to support that ad delivery system.

### ***COMMUNITY ECONOMIC DEVELOPMENT:***

- Executive Director for best-practises Physician Recruitment program (joint venture involving Hospital, Municipality, Chambers of Commerce, Volunteers, and Private sector partners),
- Assisted with two community-based regional Economic Development projects (NEP Profile, Northumberland Agricultural Initiatives)
- Spearheaded formation of Ganaraska Community Foundation
- Board Member, Ontario East Economic Development Commission, serving on the Outreach, marketing, website, branding & agricultural investment committees
- Organized special events, local business promotion and film liaison

### ***DATA ANALYSIS & SYSTEMS DESIGN***

- Researched, updated and customized Invest in Canada / CUED community profile for Northumberland County and its member municipalities (paper & web format)
- Re-worked, verified, sanitized and augmented County business database (inc. agricultural sector information)
- Developed, implemented and maintained a unique warranty cost control program to safeguard Volkswagen Canada's \$125-million annual warranty budget
- Organised, proposed and implemented an industry-wide market segmentation scheme for the AIAMC (Automobile Importers and Manufacturers' Association)

### ***MARKETING:***

- While with the Provincial Government, introduced dozens of businesses to the basics of marketing and exporting; with Volkswagen Canada, I was a key member of two strategic planning teams, each of which injected new life into a division of VWC.
- Pioneered and managed Volkswagen Canada's market research programme
- Starting in high school, have organised events in a volunteer, non-profit and for-profit context, including: trade shows, automotive marketing, new product introductions, student exchanges, networking and professional organisations, international athletic competitions, automobile racing, incentive tours, collectors' events.

# PERSONAL / EDUCATION:

## Education:

- Business Retention and Expansion Consultant, certified Spring 2000
- Year 1 of EcD programme at Waterloo Spring 2000
- Master of Business Administration (International Business, Finance, Marketing) - York University, 1981.
- Honours Bachelor of Arts with three-year scholarship (Economic History, Political Science) - University of Toronto, 1979.

## Languages:

- English
- German

## Software Vocabulary:

### *Internet skills:*

- Web Site Development & Promotion
- HTML, Browsers, Search Engines, UseNet, Communications Pkgs.

### *Software:*

- Lotus 1\*2\*3, Excel, Quattro Pro, PFS Proplan, Word for Windows, Word Perfect, Q&A Write, PowerPoint, Harvard Graphics, Microsoft MS Chart, Quicken, Simply Accounting, Access

## Professional:

- Member of Board of Directors, Ontario East
- Member, EDAC, EDCO and BREI

## Volunteer:

- Ganaraska Community Foundation Board
- Member, Research Innovation & Technology Committee, ITER Subcommittee
- Member, ITER Community Council.
- Member, Great Pine Ridge Spinners & Weavers

## References:

- Available on request

## BUSINESS EXPERIENCE:

Company / Client	Title of Position	Dates	Sector	Size	Structure	Key Skills
Trent Hills Physician Recruitment & Retention Committee	Project Manager	May 02 – present	Non-profit	9	Association, multi-sectoral Board	Board liaison, community engagement, project management, BR&E, writing
Northumberland Economic Partnership	Research Associate	July 01 – Feb 03	Government	2	Non-profit	Data collection and analysis, database design Community Consultation / facilitation
Port Hope and Hope	Economic Development Officer	May 99 - June 01	Government	150	Government	Marketing, Project management, community engagement
Gaines Pet Foods	Y2K project Manager	Fall 1998	Manufacturing	100	Corporation	Research, Risk analysis
Great Canadian Bug Show	Treasurer	1996-98	Recreation & Tourism	4 (volunteer)	Club / Association	Systems design, Business planning, event planning
Whitespace Advertising & Design	Project Manager	July 97 - Jan 98	Advertising	5	Private Corporation	Project management, web site design, (marketing)
Mazda Canada	Project Manager	1996-99	Distribution	100+	Multinational Corporation	Project management, Analysis
Virtual Billboard Network	Project Manager	Oct 96 - July 97	Information Technology	20	Private Corporation	Project management, Systems design
Durham Free-net Inc	Chief Operating Officer	Oct 96 - July 97	Internet Service Provider	1 + 85 volunteers	Non-profit corporation	Project Management, Customer Service, Leadership, Marketing
Volkswagen Canada	Warranty Financial Controller	1991-94	Distribution & manufacturing	150	Multinational corporation	Cost analysis, Systems design & Implementation, Customer Service

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Volkswagen Canada	Market Analyst	1986-91	Distribution & Manufacturing	150	Multinational Corporation	Data collection & Analysis, Strategic Planning, Event marketing, Trade shows
Porsche Advanced Drivers School	Instructor	1988-92	Education + Tourism	15 per course	Association	Teaching, Risk management, Customer service
Ministry of Economic Development & Trade	Business Consultant	1985-86	Government	15 in field office	Government	Problem-solving, Customer service, Research
Net Management Systems	Project Analyst / Accountant	1985-85	Scientific Research & Development	3	Entrepreneur	Data analysis, Proposal-writing
CMHC	Resource Administrator	1981-83	Government	45 in unit	Development & Housing	People skills, Systems design,
Travelways Tours	Tour Escort	Various	Tourism	200	Corporation	Customer service! Research
Ellerman Tours	Group Tour Organizer	Various	Tourism, incentive travel	3	Entrepreneur	Custom and group tour development, organization & delivery, Trade shows
Schmidt Logistics	Accounts Receivable	Summer	Logistics, shipping, customs brokerage	50	Corporation	Crisis manager (systems cleanup)
Guaranty Trust	Teller	1978-79	Banking	10	Corporation	Customer Service, Software trainer
Various	Market Research		Marketing	Various	Corporations	Market Research: Survey Design, data collection & analysis