

LIZ CLARKE

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PROFILE

Entrepreneurially-minded Senior Manager with over 10 years experience designing, refining and managing business processes. Oversees projects within a wide range of industries, including financial services, IT, supply chain and logistics, and education.

Tech-savvy writer and presenter, adept at synthesizing complex information succinctly, resulting in cogent marketing and communications materials and snappy online content. Able to translate "business-speak" and "technology-speak" into actionable information for executives, clients and technologists.

An astute listener, life-long learner and published author committed to collaborative working environments. Prepares and executes strategic plans, demonstrating an organized and systematic approach to business planning. Known as an articulate, knowledgeable public speaker and a client-focused professional.

Areas of Expertise

Turn-Around Management	Creative Problem-Solving
E-Business and E-Marketing Consulting	Training Design and Facilitation
Government Funding and Policy	Team Leadership and Development

PROFESSIONAL BACKGROUND

LizWorks

1996 - current

- Provides consultation in the areas of Business Strategy and Management, Communications, Marketing, and the Internet and Emerging Technologies
- Clients have included: Trans-Lucent Markets Inc., eCorps, George Brown College, OCAD, and others. Confidentiality agreements prevent the publication of a full list of clientele.
- Recent work has included an 8-month assignment with a client who required the following:

Leadership, Planning, Strategy

- Designed and implemented new initiatives to create a credible, viable presence for a web-based business intelligence start-up
- Provided content and usability input on product design / GUI / "look and feel" for new web-based services, broadening the focus of the services to lateral markets
- Created and revised investor relations documents, summary reports and business planning documentation, leading to over \$3,000,000 in private equity funding
- Created a new market category for products, allowing the client to be positioned as a leader within that space

Marketing and Communications

- Standardized branding throughout all communications channels, creating a consistent image of stability and reliability in the marketplace
- Launched first-ever quarterly newsletter in September 2007, creating an easy-to-use template for future editions; first edition generated leads representing over \$200,000 in potential revenue
- Published first trade journal article on the newly created market space, reaching a targeted audience of over 10,000 industry decision-makers

Corporate On-Line Presence

- Led the revision of the corporate web site from a stale, out-dated design to a newer, fresher look that more accurately reflects the technology focus of the company
- Monitored and updated the search engine optimization (SEO) strategy for the corporate web site, ensuring that the client tops the Google search for related industry terms
- Interfaced with external creative sub-contractors, monitoring project expenses and ROI

Professor: Centre for E-Business and Network Technologies **2000 - 2007**
School of Business, Centennial College

- Provided in-class instruction and curriculum development within graduate e-business program
- Program graduates employed as business analysts, project managers, systems analysts, e-business managers, web designers and administrators, e-marketing specialists
- Courses included E-Business Fundamentals, Emerging Trends, Introduction to Business and Information Systems, Introduction to Web Technologies, Project Management and Capstone
- Designed and supervised "Capstone" business and technology projects completed for external partners by senior students. Clients included: Bank of Montreal, CIBC, IBM, Cisco, Compaq/HP, Metroland Newspapers, McDougall Scientific, TTC/Wheel-Trans, and others. Tasks included:
 - Project identification, initial project scoping, strategic design, and negotiation of deliverables
 - Careful creation of graduate student teams, balancing skill sets and team dynamics
 - Instruction and coaching on team productivity and internal project management skills
 - Close supervision of graduate student teams throughout project management process (needs assessment, project scoping, client sign-off, production and resource management, delivery of deliverables, project presentation and wrap-up)

Project Manager: Student Connection @ Centennial College **1997 - 2000**
E-Commerce and Internet Consulting and Training for Small Businesses

- Hired and trained over 200 Student Business Advisors in three years, creating and employing a unique and flexible "team leader" organizational structure
- Coached staff on emerging Internet technologies, supervisory, and communications skills
- Negotiated with Industry Canada on funding and policy issues, eventually authoring E-Commerce: First Step, an assessment tool purchased for by Industry Canada for national deployment
- Provided service to over 3500 business clients in the first 2 years and increased client base by 300% by the end of 1997

Marketing Team Leader: Metro Colleges jobsOntario **1993 - 1995**

- Designed strategic marketing plan to increase client base, successfully adding an additional 1600 businesses in under 24 months
- Used early data mining techniques to find useful commonalities between clients
- Delivered ongoing sales training for staff, monitoring and revising sales processes as required
- Chaired working groups on efficiency and guideline implementation

President: BARTERABILITY **1991 - 1993**

- Created, marketed and managed innovative commercial goods and services exchange, building a client base of 75 actively trading companies within 18 months
- Set, modified and enforced policies regarding a commercial trade exchange
- Designed and managed relational financial database, housing all trade transactions
- Negotiated the successful sale of BARTERABILITY to its largest competitor

EDUCATIONAL BACKGROUND

Master of Business Administration **2003**
 ROTMAN SCHOOL OF MANAGEMENT, UNIVERSITY OF TORONTO
Areas of Study: Marketing and Business/Technology Strategy

Honours Bachelor of Arts **1986**
 BROCK UNIVERSITY
Areas of Study: English and Theatre Production

AWARDS AND CITATIONS

Dean's List **2003**
 ROTMAN SCHOOL OF MANAGEMENT, UNIVERSITY OF TORONTO

J.H and J.F. Harding Prize for Excellence in a Double Major **1986**
 BROCK UNIVERSITY

PROFESSIONAL DEVELOPMENT

Teacher of Adults Training CENTENNIAL COLLEGE	2000 - 2002
Networking Fundamentals and Router Programming (SEM 1 and SEM 2) CISCO NETWORKING ACADEMY	2001
Dale Carnegie: Effective Speaking and Human Relations	1990 - 1998
Dispute Resolution (Negotiation and Mediation) UNIVERSITY OF TORONTO, CONTINUING EDUCATION	1995

RELATED COMMITTEE WORK

President's Task Force on Learning School of Business Re-Development Committee CENTENNIAL COLLEGE	2004 - 2005
Curriculum Development Committee , Applied Degree in Networking CENTENNIAL COLLEGE	2000 - 2001
Chair: E-Commerce National Development Committee INDUSTRY CANADA	1999

SELECTED PUBLISHED WORK / CONTRIBUTIONS

Supply Chain Visibility With True Bottom Line Impact Logistics Magazine, http://www.logistics-mag.com	October 2007
Clarifying Cookies Microsoft http://www.microsoft.com/canada/home/internetandsecurity/2.4.13_clarifyingcookiesonyourcomputer.aspx	November 2003
What About Wireless? Toronto Reference Library SmallBizXpress http://smallbizxpress.torontopubliclibrary.ca/servlet/ArticleCont?libresid=2681	June 2003
XML – Mining the Gold from Your E-Commerce Investment Toronto Reference Library SmallBizXpress http://smallbizxpress.torontopubliclibrary.ca/servlet/ArticleCont?libresid=1842	December 2001

SELECTED SPEAKING AND TRAINING ENGAGEMENTS

Speaker: Top Technology Trends and Their Impact on Personal Banking CIBC HQ, INTERNET BRANCH	2004
Trainer: Intro to Technology Internship and Project Management, eCORPS	2002
Speaker: E-Commerce and The Real Estate Industry ONTARIO REAL ESTATE ASSOCIATION ANNUAL LEADERSHIP CONVENTION	2001
Speaker: E-Commerce and Small Business GUELPH ENTERPRISE CENTRE, CIBC MANAGEMENT GROUP	2000
Panelist: "Upstart Canada: Boot Camp for Internet StartUps"	
Primary Trainer: National Training Conference on E-Commerce: First Step INDUSTRY CANADA	
Facilitator: Strategic Planning Session, NIAGARA COLLEGE, VENTURES DIVISION	1998

COMMUNITY INVOLVEMENT

Producer/Performer: CABARET! Spring theatrical fundraiser for Singing <i>OUT!</i>	
Director: FUNDY BOY, a musical theatre series production staged regularly as a fundraiser	
Performer/Producer-Organizer: LEGENDS IN THE LIVING ROOM, a coffeehouse fundraiser for Habitat for Humanity and Singing <i>OUT!</i>	
Player: Bill Bolton Women's Hockey League; Women's Hockey Club of Toronto	