

LIZ CLARKE

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PROFILE

Strategically-minded Senior Manager with over 15 years experience designing, refining and managing business processes. Designs and oversees projects, and participates in strategic planning, within a wide range of industries, including financial services, IT, supply chain and logistics, non-for-profit, biotechnology and education.

Tech-savvy writer and presenter, adept at synthesizing complex information succinctly. 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. Known as an articulate, knowledgeable public speaker and a client-focused professional.

Areas of Expertise

Business and Technology Strategy	Creative Problem-Solving
E-Business and E-Marketing Consulting	Training Design and Facilitation
Research into Emerging Technologies	Team Leadership and Development

PROFESSIONAL BACKGROUND

LizWorks

1996 - current

- Provides consultation in the areas of Business and Technology Strategy, Management, Communications, Marketing, and the Internet and Emerging Technologies
- Recent clients have included: Ontario Institute for Cancer Research (OICR), First International Courier, Front Door Organics, Armstrong Partnership, Canadian Urban Transit Association and others. Confidentiality agreements prevent the publication of a full list of clientele.

Leadership, Strategic Management

- Researched (primary and secondary) outsourced IT service agreements for biotech organization resulting in potential annual savings of over \$300,000 on a single budget line
- Provided strategic and tactical support regarding the hiring and management of sales staff, streamlining and simplifying compensation and incentive plan
- Revised investor relations documents, summary reports and business planning documentation, leading to over \$3,000,000 in private equity funding
- Provided strategic consultation on the re-alignment of software distribution re-seller channel resulting in the development of new template-driven downloadable support materials for dealers

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
- Provided content and usability input on product design / GUI / “look and feel” for new web-based services, allowing for future broadening of the focus to lateral markets
- Created a credible, viable market category for a web-based business intelligence start-up, allowing the client to be positioned as a leader within that space

Professor: Centre for E-Business and Network Technologies 2000 - present
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 commonalties 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	