

Jamie Bennett

B.Sc., B.Ed., MBA 2009

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11-5 E10th Ave. Van. BC V5T 1Y9 (604) 600 2025

PROFESSIONAL EXPERIENCE

Strategist and Principal, Ideas/Abilities/Actions, Vancouver Today

Advised Senior Management of Integran Technologies on the branding of their patented nanotechnology and the communication of benefits as part of their Sport Equipment Growth Strategy

Developed the Branding, Positioning and 'Go to Market' Strategy for a Performance Nutrition Venture

Provided emergency communications support for organization surprised by an international media storm and established a social media campaign on Facebook and Twitter to provide a balanced perspective

Senior Strategist, Kaldor Brand Strategy & Design, Vancouver 2010-2011

Led projects from designing ethnographic research to delivering complete brand and marketing strategies for public, private and education organizations

Managed client engagements and partner contracts for projects exceeding 100K

Leveraged social media and emerging technology expertise to deliver innovative solutions

Senior Brand Strategy Consultant, Interbrand, Toronto 2009

Contracted to implement brand identity, valuation and innovation projects for private, public and government clients

Developed presentations, workshops, reports and delivered them to executive level audiences

Created market research plans, managed outsource survey partners, analyzed and presented summary data

Team Lead 'Extreme Blue', IBM Canada, Toronto Work Term 2008

Led team of four in the development of a database analysis application that improved estimation times from multiple person days to an automated program taking minutes

Solely responsible for business case development leveraging internal and external stakeholder research

Presented to IBM executives in Canada and US with outstanding feedback on all aspects of the project

President, Carver : D3 Consulting, Vancouver 2004-2007

Formed company and production network for the design, development and distribution of sports gear

Partnered with leading North American eyewear manufacturer to leverage technology in a new brand

Built relationships with key retail accounts in Western Canada and doubled sales revenue each year

Marketing Manager, Project Manager, DC Shoes (Canada), Vancouver 2001-2003

Responsible for all marketing initiatives with an annual budget of over \$500K and a 39% sales growth

Contributed to design of hard and soft goods with specific expertise in creation of snowboarding outerwear

Coordinated tradeshow attendance in North America, developed licensing proposals for brands, created localized magazine advertisements, instituted athlete, personality and product placement programs.

Training & Development Mgr, Crystal Decisions (now SAP), Vancouver 1999-2001

Developed and delivered specialized workshops worldwide for Technical Support department (300

members in 4 countries) on Customer Service, Problem Solving, Time Management, and Presentations

Core Member of the Education Team (team of 6 worldwide) responsible for Orientation and Leadership courses

Technical Representative, R&D Technician, StemCell Technologies, Vancouver 1997-1999

Recruited to join the world leader in the research and development of Cell Separation and Culture Systems

Enhanced business and marketing skills through creation of promotional materials, catalogues and manuals

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EDUCATION

Rotman School of Management, University of Toronto – MBA 2007-2009

2009 Valedictorian with proven leadership through elected positions as Class Social Rep, Rotman

Ambassador, Team Coach & Captain of Intramural teams

1st in Nestle, 1st in IBM, 1st in NBBJ, 2nd in Net Impact CSR Case Competitions with over \$4000 in awards

Instituto de Empresa (IE), Madrid, Spain – International MBA Exchange Fall Term 2008

Awarded scholarship to attend IE, currently ranked 6th in the world amongst MBA programs by Financial Times

Technology Strategy focus during the term with project work designing mobile application and business model prototypes

Emily Carr Institute of Art and Design – Industrial Design Spring 2002

Gained advanced placement as ‘auditor’ of Industrial Design courses based on professional experience

Outstanding evaluation with best in class for my cardboard book shelf (exceeding the 200lbs load test)

University of Toronto – Graduate Studies, Cellular & Molecular Pathology 1996-1997

Received scholarship to join Research team conducting Canada’s first Human Gene Therapy trial

Research resulted in private sector opportunity and a leave of absence was granted

University of Waterloo – Science (Co-op), Queen’s University – Education 1991-1995

Bachelor of Science Honours Degree – Biology, with “Outstanding” evaluation in all work placements

Bachelor of Education, Senior level Biology and Chemistry, achieved through joint concurrent program

CERTIFICATIONS

Professional ScrumMaster (Level 1), Scrum.org

Certified Trainer and Facilitator, Development Dimensions International

ADDITIONAL INTERESTS

Attending and presenting conferences with recent advisor and workshop leader for UTACCEL, a university association connecting Canadian and Chinese students (Shenzhen China Aug 2009), and the National Business and Technology Conference (Toronto, Oct 2009)

Proud member of the 2005 and 2007 Canadian National Ultimate Frisbee Champion Victoria Nomads

Passionate participant in Hockey, Tennis, Squash, Backcountry Snowboarding, Surfing, Skateboarding, Golf and Disc Golf, cycling, running and pretty much everything

Artistic pursuits include Photography, Creative Writing, Sculpture, Woodworking, and Turntablism

Hydrodynamic hobbyist and surfboard designer

Volunteer work with Yonge Street Mission, Union Gospel Mission, and McMaster Hospital