



## **2022-2023 Slate of Directors**

- For Bios, Please See Below -

1. Dr. Jill Bruneau — (New – Requires Election)
2. Mr. Paul Braconnier — (New – Requires Election)
3. Mrs. Kerri Eady — (New – Requires Election)

# Curriculum Vitae

## Jill Bruneau PhD NP

### **UNIVERSITY EDUCATION**

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<b>Degree Obtained</b>	<b>Year Completed</b>	<b>Institution</b>
Bachelor of Nursing	1990	Memorial University
Master of Health Sciences	1997	University of Toronto
Post-Masters Acute Care Nurse Practitioner Certificate	1997	University of Toronto
Doctor of Philosophy in Nursing	2020	Memorial University

### **EMPLOYMENT HISTORY**

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2018-present	Master of Nursing, Nurse Practitioner Option, NP Coordinator, Memorial University of Newfoundland (MUN), Faculty of Nursing
2017-present	Assistant Professor, MUN Faculty of Nursing
2014-2016	Faculty, MUN School of Nursing, Masters of Nursing, Nurse Practitioner Program
2008-2017	Nurse Educator, Centre for Nursing Studies, Eastern Health, St. John's, NL
2008-2013	Faculty, MUN Bachelor of Nursing (Post RN), Primary Health Care NP Program
2007-2008	Association of Registered Nurses of Newfoundland and Labrador (ARNNL) Consultant: Development of a Framework for Nurse Practitioner Practice in NL (in collaboration with ARNNL Nurse Practitioner Standards Working Group)
2007	ARNNL Consultant: Development of components of the NP Specialist Competency Assessment Program
1997-2007	Nurse Practitioner Specialist, Cardiac/Critical Care Program, Health Sciences Centre (HSC), Health Care Corporation of St. John's (HCCSJ), St. John's, NL

1991-1997 Staff Nurse, Intensive Care/Coronary Care Unit, HSC, HCCSJ, St. John's, NL.

1990-1991 Staff Nurse, Neurosurgery Unit, HSC, HCCSJ, St. John's, NL.

### **FUNDED RESEARCH GRANTS**

2020 MUN Seed, Bridging and Multidisciplinary Funding \$9990.14

2017 Newfoundland & Labrador Support for People and Patient-Oriented (NL SUPPORT) Research Grant \$15 404.00

2016 Newfoundland and Labrador Centre for Applied Health Research: Healthy Aging Research Program Doctoral Dissertation Research Grant \$7500.00

2016 Association of Registered Nurses of Newfoundland Research Grant \$2500.00

### **SCHOLARSHIPS & AWARDS**

2015 Canadian Nurses Foundation TD Meloche Monnex Doctoral Scholarship, \$10 000

2015 Association of Registered Nurses of Newfoundland and Labrador (ARNNL) 50<sup>th</sup> Anniversary Doctoral Scholarship 2015-2016

2015 Health Care Foundation Eastern Health Staff Scholarship 2015-2016

2015 Anna M. Curren Doctoral Scholarship in Nursing

2014 ARNNL Doctoral Nursing Scholarship

2014 Anna M. Curren Doctoral Scholarship in Nursing

2014 Award of Excellence Memorial University School of Graduate Studies

2013 Memorial University School of Graduate Studies Fellowship

2013 Hypertension Canada, Certificate of Excellence Award

2011 Violet Ruelokke Primary Health Care Scholarship Award

## **PUBLICATIONS (PEER REVIEWED)**

- **Bruneau, J.**, Moralejo, D., Donovan, C., & Parsons, K., (2020). Recruitment of Health Providers into Research Studies. *Canadian Journal of Nursing Research* <https://doi.org/10.1177/0844562120974911>
- **Bruneau, J.**, Moralejo, D., Donovan, C., & Parsons, K., (2020). Evaluation of the Cardiovascular Assessment Screening Program (CASP) with Nurse Practitioners and Patients aged 40-74 years in Newfoundland and Labrador-A Randomized Controlled Trial. *Practice Points : Patient-Oriented Research* Volume 7, pp. 94-96.
- **Bruneau, J.**, Moralejo, D., Donovan, C., & Parsons, K., (2020). The development and evaluation of the cardiovascular assessment screening program. [Dissertation in Memorial University Research Repository doi <https://doi.org/10.48336/q5ch-ay94>
- **Bruneau, J.**, Moralejo, D., Donovan, C., & Parsons, K., (2021). Development and Implementation of the Cardiovascular Assessment Screening Program (CASP) by Nurse Practitioners and Patients in Canada: A Mixed Methods Study (to be submitted to *Implementation Science* 2021).
- Stevens, K., **Bruneau, J.**, Moralejo, D. & Swab, M., (2017). Foot self-management for adults with diabetes in western countries: A scoping review protocol *JBIR Database of Systematic Reviews and Implementation Reports* September 15(9):2249-2256. doi: 10.11124/JBISRIR-2016-003269. PMID: 28902691.
- Stevens, K., Ricketts, D., & **Bruneau, J.** (2014). Critical appraisal through a new lens. *Canadian Journal of Nursing Leadership*, 27(2), 10-2014. doi:10.12927/cjnl.2014.23843
- Cloutier, L., Morris, D., **Bruneau J.**, McLean, D., & Campbell, N. (2013). “World health organization celebrates world health day April 7<sup>th</sup> focusing on hypertension” *Canadian Journal of Cardiovascular Nursing*, 23(2), 9-11.
- Morris, D., Cloutier, L., **Bruneau, J.**, McClean, D., & Campbell, N. (2013). Bringing focus to hypertension. *The Canadian Nurse*, 109(4), 5.
- **Bruneau, J.** (2010). Achieving a balance: Strategies to improve heart health for multitasking women. *The Canadian Journal of Cardiology*, 26, Supplement D.

## **PEER REVIEWER (Publications, Research, and Fellowship Grants)**

Canadian Institute for Health Research Allied Health Professionals-Fellowships Awards Review Committee 2021-2022.

Canadian Journal of Nursing Research Peer Reviewer 2020

Aging Research Centre NL Research Grants Competition Peer Reviewer June 2020.

## **PHD COMPREHENSIVE EXAMINATION COMMITTEE**

**PhD Student Chantelle Isler** Comprehensive Examination Committee Member, July 2021.

## **GRADUATE STUDENTS SUPERVISED**

**Carolyn Morgan**, Evaluation of the provincial electronic health record HealtheNL and the HealtheNL learning module: The nurse practitioner perspective, 2019

**Savannah Isaacs**, Improving Stroke Nursing Orientation through a Stroke Learning Resource, 2019

**Ashley Crocker**, Teaching nurses chemotherapy administration in the adult population: A scenario-based simulation module, 2018

## **GRADUATE STUDENT COLLABORATION**

Collaboration with Adam Reid (PhD Student) and Surajudeen Shittu (Masters Student) enrolled in the Memorial University Master of Applied Health Research Program completing the Knowledge Transfer and Research Update (KTRU) course in the winter semester 2021. The graduate students selected my dissertation work on Cardiovascular Assessment Screening Program for their term project. Through a series of virtual planned meetings with students and engagement with the knowledge user and patient partner associated with the dissertation, the collaboration resulted in the creation of novel knowledge translation resources and successful completion of course requirements.

## **CURRENT RESEARCH PROJECTS**

**2021-2023 Bruneau, J., Moralejo, D., Cassell, L., Pike, R., Antle, M., Murphy, K.** Challenges and Opportunities in Chronic Disease Management for NPs and Patients during COVID-19 Pandemic in NL: A mixed methods study.

**2020-2022 Luctkar-Flude, M., Tyerman, J., Bruneau, J., et al., (2020).** Evaluation of an Online Faculty Development Module on Virtual Debriefing. [This is an international study with nursing schools across Canada in Ontario and NL and the USA].

## **RESEARCH GRANT FUNDING APPLICATIONS**

**2021-2022 Lukewich J. et al.,** Pandemic Planning for Primary Care: Developing an Integrated Response Framework. Canadian Institute for Health Research (CIHR) Special COVID-19 Grant application (Submitted September, 2021).

**2020-2021 Fredericks, S., Then, K., Keeping-Burke, L., O’Keefe-McCarthy, S., & Bruneau, J.,** CIHR Project Grant Proposal for a Priority Setting Partnership for Heart Surgery in Canada Spring 2021 Competition. (Unsuccessful)

**2021-2022 Lukewich, J. et al.,** CIHR Pandemic Planning for Primary Care: Developing an Integrated Response Framework for Family Physicians, Nurses, and Pharmacists Spring 2021 Competition. (Unsuccessful)

## **PAST RESEARCH PROJECTS**

- **Bruneau J, Moralejo D, Parsons K, Donovan C.** Implementing and Testing a Cardiovascular Assessment Screening (CASP) Intervention to Promote Healthy Aging. This doctoral research project awarded \$15, 400 from NL SUPPORT-Patient Oriented Research funding. J. Bruneau and D. Moralejo are co-PIs on dissertation mixed methods research study.
- Principal investigator in collaboration with Heart and Stroke Foundation in the design, implementation and evaluation of *Recovery Road Resource Manual* [Human Investigation Committee (HIC) approval granted].
- Conducted in-depth review of literature and consultation with professionals throughout NL and across Canada for development of *Women and Heart Health Resource Manual* for Newfoundland and Labrador Heart Health Program (NLHHP) for practicum project, MHS program, University of Toronto.

## **CONFERENCE PRESENTATIONS**

- 2021      Abstract accepted for oral presentation 11<sup>th</sup> International Council of Nurses' NP/APN Network Conference-Envisioning Advanced Practice Nursing Beyond 2020 Wider reach, bigger impact, Virtual Conference, August-September, 2021.
- 2020      Abstract accepted for oral presentation 11<sup>th</sup> International Council of Nurses' NP/APN Network Conference-Envisioning Advanced Practice Nursing Beyond 2020 Wider reach, bigger impact. August 30-September 2, 2020/ Halifax, N.S., Canada. [Conference postponed due to COVID-19]
- 2020      Implementation of the Cardiovascular Assessment Screening Program (CASP) in Canada: Results of an RCT. Jill Bruneau NP PhD(c), Donna Moralejo, RN PhD, Catherine Donovan MD, Karen Parsons RN PhD, Cardiovascular Disease Prevention Conference, London, UK, February 6<sup>th</sup>, 2020.
- 2018      Implementing and Testing a Cardiovascular Screening Intervention to Promote Healthy Aging-Results of Phase 1 and the Role of the NP in Phase 2. Jill Bruneau, NP PhD(c), Donna Moralejo RN PhD, Karen Parsons RN PhD, Catherine Donovan MD, Lori Chaffey NP, Jean Shinkle, Tina Belbin, Nurse Practitioner Conference, September 29<sup>th</sup>, 2018, St. John's, NL.
- 2017      Implementing and Testing a Cardiovascular Screening Intervention to Promote Healthy Aging. Jill Bruneau, NP PhD(c), Donna Moralejo RN PhD, Karen Parsons RN PhD, Catherine Donovan MD, Lori Chaffey NP,

Jean Shinkle, Tina Belbin. 3<sup>rd</sup> Annual TPMI Scientific Day, October 12<sup>th</sup>, 2017.

- 2016 Developing and testing a cardiovascular screening intervention for healthy aging-A mixed methods approach. Jill Bruneau PhD(c), NP Donna Moralejo, PhD Catherine Donovan, MD, Karen Parsons, PhD. Nurse Practitioner Conference, October, St. John's, NL
- 2016 Developing and testing a cardiovascular screening program for healthy aging-A mixed methods approach. Canadian Doctoral Nursing Conference, Regina, Saskatchewan.
- 2013 Update your Cardiovascular Toolkit, oral presentation, CCCN National Spring Conference, May, St. John's, NL.
- 2012 CCCN Spring Conference, oral presentation, "Adult Congenital Defects Aortic Dissection" Regina, Saskatchewan.
- 2011 Primary Healthcare Partnership Forum, poster presentation, "Risk Factor Management for Cardiovascular Disease: An Nurse Practitioner-Led Collaborative Clinic to Improve Health Outcomes", St. John's, NL.
- 2010 Canadian Cardiovascular Congress (CCS), oral & poster presentation: "Achieving a Balance: Strategies to Improve Heart Health for Multitasking Women" Toronto, ON.
- 2010 MUN Nursing Research Day, oral presentation on "Achieving a Balance: Strategies to Improve Heart Health for Multitasking Women". St. John's, NL

#### **PUBLIC ENGAGEMENT EVENTS**

- 2020 Presentation to MUN Pensioners Association, public engagement event, Genesis Centre, MUN Campus, Presentation topic: Prevention of Stroke and Transient Ischemic Attacks (TIAs) Jill Bruneau PhD NP, MUN faculty and 4<sup>th</sup> year BN Students.
- 2019 Terrific Scientific Health Fair NL SUPPORT Dissemination of research findings by engaging the public.

#### **COURSE DEVELOPMENT/ PROFESSIONAL/ SPECIAL PROJECTS**

Review Committee for Safe Prescribing for Opioids, Benzodiazepines and Stimulants Course, 2020-21, MUN Faculty of Medicine Office of Professional Development.

Planning Committee for Writing Prescriptions Course, Faculty of Medicine, Office of Professional Development 2020

Provincial Planning Committee for Prescribing Controlled Drugs and Substances, 2017

Interprofessional Planning Committee for Safe Prescribing for Opioids, Benzodiazepines and Stimulants Course, 2016-17.

Developed Health Challenges and Nursing Interventions Course for Internationally Educated Nurses (IENs), 2013

Developed Complex and Emergency Health Challenges Course for IENs, 2014

Evaluation of MUN Bachelor of Nursing (Post RN) Nurse Practitioner Program, 2012

Developed Medication Administration Module for Newfoundland and Labrador Practice NL for IENs, 2012

Developed the first role description and practice protocols for cardiovascular specialty nurse practitioner practice in NL, 2000.

### **PROFESSIONAL/COMMITTEE APPOINTED POSITIONS**

2021	College of Registered Nurses of Newfoundland and Labrador (CRNNL) RN Prescriber Development Committee
2021-2022	MUNFON Promotion and Tenure Committee
2020-present	CRNNL Nurse Practitioner Standards Advisory Committee
2020	MUN Faculty of Nursing Promotion and Tenure Ad Hoc Committee
2019-present	Memorial University Aging Research Centre member and peer reviewer
2016-present	Safe Prescribing Course Planning Committee
2018-present	MUN Faculty of Nursing, Graduate Studies Committee
2018-present	MUN Faculty of Nursing, Chair, Nurse Practitioner Sub-committee
2018-2020	College of Registered Nurses NL Education Advisory Committee
2018-2019	Hypertension Canada Task Force Committee
2018	Heart & Stroke National Strategy Renewal Consultation
2017-2019	MUN School of Nursing Scholarships & Awards Committee
2017-2018	MUN School of Nursing Search Committee

### **CURRENT PROFESSIONAL MEMBERSHIPS**

Association of Cardiovascular Nursing & Allied Professionals, European Society of Cardiology

Canadian Alliance of Nurse Educators in Simulation (CAN-SIM)

Canadian Association Schools of Nursing Nurse Practitioner Educators' Interest Group

Canadian Women's Heart Health Knowledge Translation and Mobilization Working Group



Canadian Council of Cardiovascular Nurses. NL Division, Research Chair  
College of Registered Nurses of Newfoundland and Labrador  
Hypertension Canada  
MUN Faculty of Nursing Joanna Briggs Collaboration for Evidence-Based Nursing and  
Primary Care  
Newfoundland and Labrador Nurse Practitioner Association  
Nurse Practitioner Association of Canada

## **PROFESSIONAL DEVELOPMENT**

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- 2021 Canadian Association Schools of Nursing (CASN) Virtual Nursing Doctoral Education Forum
- 2021 Hypertension Canada Virtual Conference Certificate of Attendance
- 2021 Accredited Half-Day in Endocrinology for Primary Care
- 2021 CASN Certificate: Keeping up with Care: Evidence Based Practice in a Virtual World
- 2021 Diabetes Canada Guidelines Update
- 2021 C-CHANGE Education Program “Managing the Multi-Comorbid Patient” Online Conference
- 2021 Project ECHO NL: Opioid Use Disorder Session 9 Transitioning between Pharmacotherapies
- 2021 Project ECHO NL: Opioid Use Disorder Session 7 Extended-Release Buprenorphine (Sublocade): Indications and Use
- 2021 Dalla Lana School of Public Health University of Toronto Virtual Symposium on Population Health’s Past, Present, and Future Webinar
- 2020 CASN Certificate Building Practice Competencies Virtually among Baccalaureate Nursing Students Certificate
- 2020 Oral Semaglutide: The first oral GLP-1 receptor agonist for the treatment of Type 2 Diabetes Mellitus Webinar Novo Nordisk Canada
- 2020 Facilitating Interactive Teaching Online ACENET
- 2020 CCCN Fall Virtual Conference
- 2020 Nurse Practitioner Association of Ontario Conference

- 2020 Canadian Nurses Protective Society Virtual Care
- 2020 Debrief, Standards, Models and Practices in Virtual Simulation Webinar
- 2020 An Interactive Workshop Focusing on Type 2 Diabetes in Primary Care  
“Mentoring Milli” Webinar with Dr. Brian Moses Novo Nordisk Canada
- 2014 Joanna Briggs Institute, Queen’s University, Systematic Review Certification

### **ACADEMIC TEACHING**

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- 2020-2021** N4100 Advanced Concepts and Skills (4YO)  
N6705 Pharmacology – Distance (On-Line)  
Special Assignment: NP Coordinator; CRNNL/College of Nurses of Ontario (CNO) NP Approval Lead and CRNNL Report
- 2019-2020** N1017 Fundamental Psychomotor Competencies (4YO and AO) Lab  
N4100 Advanced Concepts and Skills (4YO) – Lecture and seminar  
N6661 Practicum II (1 Student)  
N1017 Fundamental Psychomotor Competencies (4YO) Lab (Special offering)  
N6705 Pharmacology – Distance (On-Line)  
Special Assignment: NP Coordinator; Preparation for CRNNL/CNO NP Approval
- 2018-2019** N1017 Fundamental Psychomotor Competencies (4YR) Lab  
N4100 Advanced Concepts and Skills (4YR) - Lecture  
N6661 Practicum II (1 Student-S. Issacs)  
N6660 Practicum I (1 Student – C. Morgan)  
N6705 Pharmacology – Distance (On-Line)  
Special Assignment: NP Coordinator
- 2017-2018** N1520 Extended Practice I (Regular Stream) One clinical group  
N1017 Fundamental Psychomotor Competencies (Lab, CL)  
N6600 Practicum I (Three Students)  
N6661 Practicum II (Three Students)  
N6705 Pharmacotherapy and Therapeutics (Distance Online)
- 2009-2017** CNS Faculty, MUN Bachelor of Nursing (Post RN), Primary Health Care, NP Program  
N3070 Health Assessment across the Lifespan (Onsite Lab, OSCEs)  
N3380 Health Assessment Clinical Practice I  
N3430 Concepts in Pharmacology across the Lifespan (Theory, CL)  
N4370 Health Assessment Clinical Practice II (Clinical)  
N5600 Advanced Clinical Decision-Making (Theory)  
N5360 Advanced Clinical Decision-Making-Clinical Practice

N5370 Integrated Clinical Practicum (Clinical)  
N2514 Community Health Clinical  
N2017 Psychomotor Competencies (Lab)  
N1520 BN Program Clinical Practice  
N1017 Psychomotor Competencies (Lab)

**2008-2009** Course development N3430 Concepts in Pharmacotherapy across the  
Lifespan  
Practical Nursing Program Health Assessment (Lab)

# Paul H. Braconnier

## CURRICULUM VITAE

- EDUCATION:** Retired Chartered Accountant, (1984 -2014)  
Bachelor of Administration, University of Regina, 1980
- LANGUAGES:** English and French, spoken, read and written. Some Spanish spoken and read.
- PROFESSIONAL TRAITS:** Throughout my professional development I have continued to develop the following traits:
- Strong interpersonal and communications skills
  - Cross functional team membership and leadership
  - Sound business judgement and common-sense approach to problem solving
  - Customer oriented approach for both internal and external customers
  - Team player and team builder, consensus builder
- CAREER HIGHLIGHTS:** I have enjoyed a diverse professional career including financial and operational management in high-tech, service and manufacturing environments. The highlights of my professional career include:
- Life Sciences focused TEC Edmonton Executive-In-Residence
  - Led a full service clinical contract research company that managed and conducted human clinical trials, with operations in Canada, Mexico & Argentina
  - Vice President, Finance and Chief Financial Officer of an information technology company that licensed high end multimedia software products
  - Extensive financial, legal, administrative and information system management
  - Interaction with the investment community including investor and analyst presentations and discussions
  - Extensive negotiations of business mergers, divestitures, acquisitions, and software licensing agreements
  - Diversified ten-year career with a major national accounting firm including the development of a computer audit specialty, information technology consulting and audits of public and private enterprises in a wide variety of industries

## PROFESSIONAL HISTORY

### Retired

April 2014 – Current. Retired  
Having retired in April 2014 to travel, I continued as a Board member of BioAlberta, Alberta's not-for-profit Biotechnology Association until September 2019. I also continue to advise and mentor several former clients and colleagues, mostly with not-for-profit organizations.

### TEC Edmonton

2012 – April 2014. Executive-In-Residence  
After having divested the Global IQ operations in 2012, I joined TEC Edmonton as Executive-In-Residence. TEC Edmonton is joint venture between the University of Alberta and Edmonton Economic Development Corporation. It provides business services, helping transform technologies into business opportunities. The TEC Business Development team works together to accelerate the commercialization process to move the portfolio company towards success. I focused on life science organizations.

## Résumé: Paul H. Braconnier

### Global IQ Inc.,

2000 – April 2012.

President, CEO & Co-founder

A privately held Alberta company that assisted pharmaceutical and biotechnology companies in carrying out human clinical trials in North and Latin America. Global IQ ran all sizes of studies, from small single site studies to large multinational studies with 1400 patients at more than 100 investigator sites in 5 countries.

### Vicom Multimedia Inc., Edmonton, Alberta - Vice President, Finance and Chief Financial Officer

1996 – 2000.

This publicly traded multimedia production company started development of software products in late 1994, commercializing two products by mid 1996. As CFO my contributions included:

- Member of the Board of Directors and the Strategic Leadership Team
- Responsibilities for all matters relating to financing and treasury, financial reporting, budgeting & forecasting, taxation, risk management, management information systems, legal matters and the determination and adherence to policy matters related thereto

### Taylor Industrial Software Inc., Edmonton, Alberta - Vice President, Finance and Administration

1995 – 1996.

Taylor developed and sold industrial automation software worldwide to such companies as Ford and General Motors, with almost 90% of its business done outside of Canada. This position included:

- Member of the Operating Board and merger negotiations team
- All financial, matters including planning, budgeting, forecasting and reporting

### PSL Partition Systems Ltd., Edmonton, Alberta - Controller

1991 – 1995.

This manufacturing company has three locations in Canada, operating as divisions, and one subsidiary company in the United States.

- Prime responsibility for financing, financial reporting, budgeting & forecasting, taxation, information systems and the determination of appropriate accounting policies
- Successful implementation of a fully integrated computerized accounting system (from an entirely manual system) including point of sale computers at each retail distribution location

### Domtar Gypsum, Edmonton, Alberta - Controller

1990 – 1991.

Canada West was the western Canadian gypsum division of this large national Canadian firm with regional sales in excess of \$100 Million.

- Re-established the accounting and administrative functions of the head office for this division; set up the computerized reporting systems in accordance with Domtar Head Office requirements
- Managed financial reporting, forecasting and strategic planning

### Ernst & Young Chartered Accountants/Management Consultants, Edmonton, Alberta and Vancouver, BC

1980 – 1990.

My extensive public accounting and consulting career, advancing to senior audit manager and computer audit manager, afforded me the opportunity to gain knowledge of many industries.

## PROFESSIONAL & COMMUNITY AFFILIATIONS:

Board Member, Outdoor Resorts Palm Springs Owners Assoc. (2021 – 2022)  
Board member, BioAlberta, (2010 – 2019) (Co-Chair 2015-2019),  
Institute of Chartered Accountants of Alberta (1985-2014)  
Board Member, Treasurer, BioTalent Canada (2010-2014)  
Board Member Alberta Health Industry Association (2007-2014)  
Board Member Le Franco, French Language Weekly Newspaper (1990s)

# Kerri Eady

Curious, accountable, critical thinker with methodic problem-solving mindset. Experienced strategic leader with over 20 years of business and financial acumen, seeking to join a growing organization to add continuous value while continuing to learn.

## Experience

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July 2010 to Present

### **Gemini Inc. (MN, USA) – Gemini Canada Ltd, Neustadt, ON, Canada**

#### **General Manager – Director of Sales**

- Reporting to CEO/President; oversee all leadership activity for Canadian division; divisional P/L ownership, forecasting and budgeting
- National Sales Strategist for signage and distribution product offerings; accountable to revenue and customer generation KPIs
- Practiced leader/coach/trainer in sales development, operations, design and administration teams
- Develop and collaborate on signage solutions for large brands (ie. CTC, Home Hardware, Scotia Bank, Lexus, Jaguar, Hyundai, Mazda)
- Successfully negotiating land acquisition, municipal road extension and required utilities for 25,000sqft new facility on Ontario campus
- Senior Leadership presence on Corporate Strategic Development Committees responsible for guiding direction, communication and asset use throughout all divisions.

Jan 2008 – July 2010

### **Snow Bear Ltd – Guelph, Ontario, Canada**

#### **VP Sales & Marketing**

- Reporting to CEO, 8 direct reports: Regional Sales Managers, Analysts, Customer Service Leaders, Graphic Design and Content Developers
- Partnered with functional departments daily on sales pipeline to coordinate material availability, production capacity, quality standards and lead times
- Developed and executed new channel strategy for existing product catalog; growth by 30%
- Led all Point-of-Purchase Product Content for all product lines including product safety and brand labeling
- Advisory role to investors during organization acquisition; strategic planning and market position analysis; weekly report-outs to investors

May 2005 – Jan 2008

### **Snow Bear Ltd - Guelph, Ontario, Canada**

#### **Manager of Product Development and Quality Assurance**

- Reporting to CEO, implemented standardized NPD, Engineering Change, Product Eval Process and Quality Metrics – adopted internally and throughout outsourced manufacturing partners
- Launched 6 products and 3 significant product revisions - \$16M in revenue – 9 months from conception to production including packaging and merchandising
- Recongized \$800K in savings through product design and process revisions
- Restructured Quality Assurance and Quality Resolution departments scalable to production needs; established employee and project performance objectives
- Directed the implementation of work instruction and specifications for consistent quality for all internal and sourced manufacturing processes

# Kerri Eady

July 2001 – May 2005

**Snow Bear Ltd., - Guelph, Ontario, Canada**

**National Key Account Manager**

- Reporting to VP of Sales/Marketing, managed Home Depot US and Canadian accounts – 60% of total company sales volume
- Increased sales revenue from \$18M to \$30M in 3 years; sku count from one stocking to 11 stocking and 25 special order NA-wide
- Negotiated, implemented and managed retail national merchandising and assembly contracts for appropriate on-site product support – 1400 representatives NA-wide for on-site retail support
- Achieved aggressive cross-merchandising promotions with other product related vendors; product sell-through rate increased 10-fold during promotions.
- Promotion Best Practices and Cross-merchandising guides adopted by Home Depot Merchandising teams
- Created and maintained detailed licensing research and store-by-store zoning research database required for further program penetration

Sept 1999 – July 2001

**Snow Bear Ltd. – Guelph, Ontario, Canada**

**Manager of Customer Service and Direct Sales**

- Reporting to National Sales Manager, effectively flexed customer service department by 70% each year for season business requirements; training of phone operators, administration and tech support staff
- Created consistent job descriptions by position company-wide
- Created Customer Service Manual, outlining departmental procedures and controls by which employees were evaluated
- Facilitated the change of order receipt and processes from manual to EDI
- Trade Show Coordinator: Travel, Booth Design, Product Set-up and Lead Generation
- Sales support for key accounts: Canadian Tire, Sam's Club, Wal-Mart, Lowes, Costco

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## Education and Training

1999

**University of Guelph, Guelph, Ontario, Canada**

B.A., Hons  
Managerial Economics

2021

**Excellence Canada – Education**

Strategic Planning and Execution

2022

**Certified Coaching Federation – Canada**

Business Coaching Certification

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## Skills and Strengths:

**C-Level:** Sales & Operational Leadership, Strategic Planning, Business Development, Finance; Human Resources

**Channel:** Product Development, Customer Acquisition, Go-to Market Strategy, Solution-based Selling; Lead Generation; Relationship and Account Management

**Leadership:** Cross-functional team management, Mentorship; Coaching;

**Functional Management:** Customer Service, Logistics, Procurement, Project Management, Content Marketing, Training Development, Quality Assurance

**Volunteer:** Active Volunteer of Sign Association of Canada; Founding member of Breaking Barriers – Women in Leadership; Recipient of 2021 Volunteer of Year Award for the Sign Association of Canada; Active member of Economic Development Advisory Committee – Grey County.