

Nancy Bradshaw

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Summary of Qualifications

- Credibility and respect in the business and nonprofit community including awards from **BIV's Top 40 under 40, Ethics in Action Award** and media recognition including Vancouver Sun's Top 25 Wave of New Leaders and one of Shared Vision's Visionaries.
- Experience building successful strategic relationships (corporate, nonprofit and government) and training staff teams on how to build strategic relationships
- Thrives on taking initiative and creating new programs/partnerships and has experience with creating partnerships and programs in a number of corporate, nonprofit and government environments
- Exceptional skills in business development and growing businesses including multi-million dollar sales and training other salespeople to achieve that kind of success
- Highly accountable and a record of highly satisfied employers, clients and employees through overachieving on goals
- Excellent management and mentoring skills managing with large and small teams

Professional Experience

1995-2011 **Spark Strategies**

Vancouver, BC

CEO Strategic management, sales consulting and coaching

- Created strategic and business plans with clear implementation steps and realistic budgets for numerous organizations including the Better Business Bureau, BC Buildings Corp, VanCity, Dalai Lama Centre (CFC division), Western Institute for the Deaf and Hard of Hearing, Karyo Communications, Sierra Club, Communicopia, and Tradeworks
- Facilitated and led the planning and implementations to increase sales, profitability and staff motivation at Karyo Communications, Maverick Real Estate, IMPACS, and Creative Wonders
- Securing and implementing CBSR's initial consulting projects in partnership with the BC government (Green Business Secretariat) and leading CBSR's initial consulting work

2004-2011 **Joyfilled Productions**

Vancouver, BC

CEO Programs and Tools that Build Emotional Intelligence (Relationship Skills)

- Created and delivered programs that build Emotional Intelligence (relationship skills) in children using drama and have many requests from children for more program (and their parents) at elementary, junior high and senior high school levels
- Created a how to manual used by VSB schools for reversing isolation in children and presented to teacher and parent groups
- Created a popular therapeutic CD for helping children sleep and reduce anxiety which is used by BCCH, preschools and in hundred of homes

1997-1999 **OmniLogic Systems Group (division of Price Waterhouse Coopers)**

Business Development Director (reporting to CEO and Executive VP)

- Achieved strategic SAP implementation sales goal of over \$5M of services at full list value (our competitor was one third less expensive and I led our approach of selling high value)
- Achieved exceptional customer service and client CFO personally recommended Nancy's business case methodology to other SAP prospects
- Developed Canada's first SAP business case approach and business case tracking approach used to ensure client received targeted benefits (and this was continued and expanded by OmniLogic)
- Initiated and led OmniLogic's SAP education courses from a small side business to a profitable expanding line of business including adding a program to train executives

- After leaving, came on as a contract employee to support the client on the business case development and other sales opportunities
- Was hired for contract work by EVP and CEO in their next business venture at Ideaca (another high technology consulting company)

1994-1999 HOPE Unlimited Retail Store

Vancouver, BC

Founder and CEO

- Widely recognized in media (Vanc Sun, Province, BIV, Georgia Straight) as one of Vancouver's most socially and environmentally conscious businesses
- Numerous strategic partnerships with community groups
- One of the highest sales per square foot in Vancouver
- Leadership employee environment including higher than average retail pay, paid community project time resulting in longer term employees
- Kiosks and teams up to 20 staff
- Successfully sold to existing manager of the store who ran it for 10 more years

1992-1994 SHL Systemhouse

Vancouver, BC

Business Development and Project Director (reporting to GM)

- Successfully opened SHL to a large new account (BC Hydro) at Exec level with a strategic sale to develop a company wide architecture (to link all the company's different computers together)
- After leaving SHL to start HOPE Unlimited, I returned to their sister company Computerland to train their 15 sales staff on strategic selling and increasing the sales/close ratio and achieved a consulting bonus with their group sales goals increasing over 30% in two quarters.

1986-1992 Digital Equipment of Canada

Vancouver, BC

Executive Sales Manager and Project Leader (started as Sales Associate)

- Achieved 100% of targets 4 out of 5 years eligible
- Achieved top 10% of world's sales force in 3 out of 5 years eligible (40% above of sales targets)
- Led Digital Canada into a new industry (finance) by successfully winning two new sales in that industry (\$5M deal to a leasing arm of a trust company and a \$20M deal to Datawest)
- Part of a team that grew the BC Tel account from \$2M/year to over \$20M/yr

Community Involvement Experience

Canadian Business for Social Responsibility – Founder and Past President (3 years)
 Dress for Success Vancouver – Founding Board Member and Mentor to the Founder
 Business in Vancouver Editorial Advisory Board
 Chair of Parent Advisory Group on Social Responsibility/Emotional Intelligence
 Loving Spoonful Board Member
 ASTEP Employment Program for Youth at Risk – Founding Board Member
 YWCA and Crabtree Corner – Strategic Partner (through HOPE Unlimited)
 Advisory Board of a number of organizations
 United Way – Founding Chair High Tech Committee
 UBC Board of Governors

Formal Education

1986	B.Comm	UBC
1988	Cdn Securities Course	CSI
2008	M.A. (Psych)	OUSR
2010	PhD (Psych)	OUSR

In addition Nancy has taken numerous courses in facilitation, leadership, relationships, management and specific industry training (Finance, telecom, social responsibility)