

Leann Hackman-Carty, CEO

Leann has a diverse background in the public, private and non-profit sectors.

For over ten years, she was the Mayor's Executive Assistant for Community & Economic Development in the city of Calgary. While in this position, she developed the Terms of Reference for the Mayor's Task Force on Family and Community Violence, established a position to coordinate the City's international activities, participated on the Action Committee Against Violence and initiated a number of programs and projects including the Mayor's Christmas Food Drive, School Visit Program, Motorcycle Awareness Ride and the Promotional Authority Review Process.

As Vice President of Promoting Calgary Inc. Leann took a lead role in agency, board and staff set up, developing an image/branding strategy for Calgary, crafting the community economic development plan, establishing the Sister Cities Commission, as well as providing ongoing community, public and media relations. As new staff was hired, the position focused on implementing the community economic development plan, and developing an international marketing strategy for Calgary based on international trade and investment opportunities.

As a volunteer, Leann currently serves as Chair of the OWIT Advisory Board, is a Member of the Premier's Council for Alberta's Promise, a Volunteer Advisor for the Canadian Executive Service Organization (CESO) and a volunteer with the Room to Read Alberta Chapter.



**CONCRETE GLOBAL
VENTURES LTD.**

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**CONCRETE GLOBAL
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**Advancing Women's
Economic and Political
Empowerment**



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ABOUT US

Concrete Global Ventures Ltd. was incorporated in the year 2000. From 2000-2006, it primarily operated as a private consulting firm, offering services in the areas of strategic planning, marketing and organizational development. In 2005, the trade name **Blue Heart Consulting** was added as the name by which fund development consulting services would be offered.

In 2007, CEO Leann Hackman-Carty decided to target the company's service offerings towards advancing women's economic empowerment. In doing so, she felt it would enable her to connect her professional experience in the private, public and non-profit sectors; with her personal passion for women's economic empowerment and self-fulfillment.

Today, **Concrete Global Ventures Ltd.** is committed to becoming a leader in advancing women's economic and political empowerment by increasing knowledge, facilitating stakeholder collaboration and promoting leadership opportunities.

OUR SERVICES

Our mission is to advance women's economic and political empowerment by increasing knowledge, facilitating stakeholder collaboration and promoting leadership opportunities.

To increase knowledge about women's empowerment, we:

- Conduct primary and secondary research (ie. access to credit/finance, training needs, building networks, improving access to technology/skills, political leadership, business/investment opportunity identification etc.)
- Write and disseminate **publications** (ie. policy papers, position papers, research and books)
- Design and manage **special events** (ie. workshops, seminars, roundtables, conferences, trade missions and forums)
- Advocate on behalf of specific issues

To facilitate stakeholder collaboration, we:

- Organize local, national and international networking **events**, seminars and training sessions with stakeholders from the public, private and non-profit sectors.
- Identify, conceptualize and implement **pilot projects** that address specific empowerment issues.
- Work with stakeholders to **develop strategies** for empowerment within their respective organizations/communities of interest.

To promote leadership opportunities, we:

- Organize personal and professional economic and political empowerment **programs and workshops** for women.
- Plan and facilitate **trade missions** for women involved in international trade.
- Provide **business consulting services** to groups involved or interested in women's empowerment, including: fund development, organizational development, strategic planning, institutional and capacity building, and marketing communications strategies.

OUR COMPETITIVE ADVANTAGES

- While some companies focus on economic and political empowerment issues, many are NGO's or government departments with no specific gender focus. Our focus is specifically on women, and we take a private sector approach.
- Our small, lean company means low overhead, better service and flexibility.
- We have a broad international network of contacts in the public, private and non-profit sectors which affords us the ability to partner with other groups and organizations on projects.
- We provide consistent quality and professional work.
- Our CEO has 20+ years experience including a background in economic empowerment (economic development, women in international trade, private sector and community social work, fund development); political empowerment (experience working with civic, provincial and federal government's, policy development); and marketing/PR.

To learn more about how our services can help you and/or your organization, email

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