

Leann Hackman-Carty

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SUMMARY

With a diverse background in the public, private and non-profit sectors, Leann has refined her unique ability to establish partnerships across sectors, industries and borders; anticipate emerging and ongoing business needs; design new ways of providing goods and/or services; conceptualize, plan and implement small to large scale initiatives.

SKILLS & KNOWLEDGE

- Project design, development, implementation & evaluation
- Economic development & international trade
- Marketing & communication
- Public & community relations
- Research
- Writing
- Fund development
- Strategic planning
- Event coordination & management

EDUCATION

CERTIFIED INTERNATIONAL TRADE PROFESSIONAL (CITP) PROGRAM

Forum for International Trade Training, January 2007-Current

In the process of taking courses towards CITP certification. Completed Global Entrepreneurship, International Trade Research and International Market Entry & Distribution. Still to complete: International Marketing, International Trade Finance, International Trade Logistics, Legal Aspects of International Trade and International Trade Management.

U.S. INTERNATIONAL VISITORS PROGRAM

U.S. Government, May 5-26, 2001

Nominated and selected to participate in the 2001 U.S. International Visitors Program. This program involved 20 future leaders from 20 different countries, 19 of which were in Europe. The focus of the program was Trade and Economic Development. It included meetings with government, unions, community organizations and corporate America. Participants traveled to Washington DC; San Diego, California; Jackson, Mississippi and New York, NY.

MANAGEMENT CERTIFICATE (MARKETING MANAGEMENT)

University of Calgary, Faculty of Continuing Education, 1999

Course work included: advertising and promotions, public relations, management communications, services marketing, human resource management, sponsorship marketing, and organizational behavior. Completed a seminar on Creative Thinking for Peak Performance.

ADVANCED SPANISH

University of Calgary, Faculty of Continuing Education, 1993

Course work included: conversational and business Spanish.

FIELD INSTRUCTORS CERTIFICATE COURSE

University of Calgary, Faculty of Social Work, 1991

Course requirement completed in order to supervise BSW practicum students.

BACHELOR OF SOCIAL WORK

University of Calgary, 1988

Completed student practicum placements at Alderman Duerr's office and the Arusha International Development Centre. Developed and completed a self-study course on International Social Work. Course work included: group work, statistics, program evaluation, communications, child and human development, social policy, gerontology and interviewing skills.

BACHELOR OF ARTS (POLITICAL SCIENCE/SOCIOLOGY)

University of Alberta, 1986

Course work included: Canadian politics, international relations, voting patterns and behaviors, family studies, sociology of religion and psychology.

PROFESSIONAL EXPERIENCE

CONCRETE GLOBAL VENTURES LTD., C.E.O. **February 2002-Present**

Concrete Global Ventures is a private consulting firm, that offers strategic planning, marketing and organizational development services. In 2005, the trade name Blue Heart Consulting was added as the name by which fund development consulting services would be offered. In 2007, the company's services were further targeted towards advancing women's economic and political empowerment., and today the company is committed to becoming a leader in the field by increasing knowledge, facilitating stakeholder collaboration and promoting leadership opportunities.

Key Accomplishments

- Conceptualized and implemented a CIDA-funded project in partnership with the Trade Facilitation Office of Canada, OWIT, and APEC Women Leaders Network
- Spearheaded a successful bid to host and organize an international trade conference, which included securing CIDA funding to bring ten delegates from developing countries
- Chaired a \$5 million capital campaign for a women's addiction centre
- Developed and authored several proposals and research papers, including a Quality of Life study for The City of Calgary which included comprehensive research on social, environmental, economic and health indicators
- Lead the development of a strategic business plan for a U.S.-based non-profit with global membership
- Made presentations on marketing and fund development techniques at CMHC forums in Alberta
- Provided writing and editorial support for a major research paper released by The Province of Alberta
- Designed a range of collateral materials including: websites, brochures, business cards, annual reports, logos, and business cards for numerous small businesses and organizations
- Provided ongoing administrative support and report writing for a consultancy that carries out retrospective program evaluation in the not-for-profit sector
- Provided consulting advice on the creation of fund development plans for the non-profit sector
- Provided political consulting advice to federal and municipal candidates

GROOVY GLOBAL TRADING INC., PARTNER **April 2002-Present**

Groovy Global Trading builds international networks for products, ideas and services; whether it be through providing marketing and sales support; business development tactics; market entry strategies; or striking an agreement to be an agent, distributor or strategic alliance partner.

Key Accomplishments

- Secured distribution rights for a patented commercial garden product manufactured in Belgium for import and re-export into the United States
- Negotiated regional wholesale rights to market a line made out of recycled juice boxes, manufactured in the Philippines
- Organized a major charity fundraiser event as part of a North American product launch
- Designed and organized "ultimate shopping experiences" as part of an ongoing sales strategy
- Developed tools for marketing and sales including the website
- Developed a comprehensive customer database for future sales efforts
- Worked with other companies on the launch of new products both nationally and internationally

PROMOTING CALGARY INC., VICE PRESIDENT **June 1999-February 2002**

Promoting Calgary Inc. (now known as Calgary Economic Development) is Calgary's economic development organization. It works with Calgary's key economic sectors, provides economic information and analysis on the regional economy, and is the lead marketing agency for Calgary.

Key Accomplishments

- Played a lead role in setting up the agency including incorporation, board and staff recruitment
- Provided key leadership on a comprehensive community-wide brand image project for the city of Calgary culminating in the launch of the "Heart of the New West" brand logo
- Crafted a community economic development strategy that provided the framework for future promotional activities, including a major regional cluster development initiative
- Researched North American convention centre management structures and provided a report and recommendations for the board to consider
- Established the Calgary Sister Cities Commission including: board set up and recruitment, drafting a business plan, Chairing the board, running events and developing marketing materials
- Provided ongoing community and public relations support for the organization
- Actively participated in the recruitment for, and direction of, a local firm to shoot new video footage for use by The City's promotional authorities
- Initiated the development of new stock photography library
- Completed comprehensive research into federal, provincial and municipal programs and services related to trade and investment
- Coordinated The City's efforts for Hannover 2000
- Organized several focus groups and community forum to obtain input on specific projects and topics
- Spearheaded the Calgary Gateway Project, a student design competition to develop physical gateways at Calgary's four major entrances

OFFICE OF THE MAYOR, EXECUTIVE ASSISTANT—COMMUNITY & ECONOMIC DEVELOPMENT

October 1989-June 1999

Working in the Mayor's Office, acted as the key liaison and advisor to the Mayor in the areas of community and economic development.

Key Accomplishments

- Drafted the original Terms of Reference for the Mayor's Task Force on Community and Family Violence
- Initiated and implemented the Mayor's School Visit Program, Motorcycle Awareness Ride, Mayor's Christmas Food Drive and the Promotional Authority Review Process
- Represented the Mayor on various committees and special projects, including the Action Committee Against Violence, Mayor's Award for Excellence in Business & Education and Calgary Economic Development Advisory Board
- Spearheaded Exchange 2000, a student exchange program between Calgary and Quebec City
- Chaired the Latin American Regional Team and was a member of the International Relations Committee for the Expo 2005 bid
- Brought greetings and attended numerous community events on the Mayor's behalf
- Developed briefing documents, position papers, and recommendations on community and economic development issues
- Organized and participated with various incoming and outgoing delegations from around the world
- Hosted international dignitaries and business delegations, including providing meeting background, gifting and protocol support
- Provided the Mayor with background for meetings and special community appearances
- Supervised, and evaluated BSW practicum students on an ongoing basis

ALDERMANIC ASSISTANT, ALDERMAN DUERR'S OFFICE

December 1987-October 1989

Working in the City of Calgary Aldermanic Office, managed the daily affairs of the Ward Nine office. Activities included complaint resolution, community liaison, research, committee work, project and time management.

CASE AIDE, ALBERTA GOVERNMENT, SOCIAL SERVICES DEPARTMENT

Summer 1987, 1986, and 1985

Working in the Income Security Division at Capilano, Mill Woods and West Edmonton District Offices. Activities included: caseload coverage, home visits, annual assessments and intake appointments.

MEMBERSHIPS, PROFESSIONAL & VOLUNTEER ACTIVITIES

Organization of Women in International Trade (OWIT), Immediate Past President & Chair of Advisory Board (2007), President (2005 & 2006), Executive Vice President (2004), International Conference Chair (2003)

Alberta's Promise, Premier's Council Board Member (2003-present)

OWIT: Alberta Chapter, Founding President and Board Member (2002-present)

Canadian Executive Service Organization (CESO), Volunteer Advisor (2002-present)

Team Canada Inc., Mission Participant, Dallas and Los Angeles (November 27-30, 2001)

Aventa Treatment Centre for Women, Co-Chair Capital Fundraising Campaign, (2001-2003)

The Mustard Seed, Strategic Fundraising Committee, Committee Member (2001-2002)

Safer Calgary Initiative, Board Member (2001-2002)

The City of Calgary Environmental Advisory, Committee Member (2001-2002)

Calgary Sister Cities Commission, Executive Committee Member (2000-2002)

Guest lecturer: University of Calgary Public Relations Course, Guest lecturer: University of Calgary Public Relations Course, Community & Economic Development Seminar and Faculty of Environmental Design Policy Course

Calgary Exporters & Importers Association, Member (2001-2002)

Institute for Global Ethics, Member (2000-2003)

Fraser Institute, Member (2000-2002)

Hannover EXPO 2000, Development Committee Member (1999-2000)

Exchange 2000 Échange, Board Member (1997-1999)

Calgary Word on the Street Book and Magazine Fair, Board Member (1997-98)

Conference Board of Canada "Sharing Global Knowledge", Advisory Committee (1997)

Mayor's Award for Excellence in Business and Education, Committee Member (1996-99)

Canada 2005 Expo International Relations Committee, Member (1996-97)

Canada 2005 Expo Latin American Regional Team, Chairman (1996-97)

Canadian Council for the Americas (Calgary Chapter), Board Member (1995-96)

Annual Motorcycle Awareness Ride, Organizing Committee Member (1994-98)

Calgary-Quebec and Calgary-Phoenix Sister City, Steering Committee Member (1994-99)

Calgary Economic Development Authority, Advisory Council, Member (1994-96)

Miracle Home Committee, Member (1993, 1991)

Fiesta Latina Trade and Commerce Committee, Member (1993)

Pacific-Asia Congress of Municipalities Conference, Organizing Committee Member (1992)

Wickam Place Condominium Association, Board Member (1992)

FCM Race Relations Conference, Organizing Committee Member (1992)

MEMBERSHIPS, PROFESSIONAL & VOLUNTEER ACTIVITIES (continued)

Mayor's Community & Family Violence Task Force Implementation Committee, Member (1991)
Action Committee Against Violence, Board Member (1990-2001)
Annual Mayor's Christmas Food Drive, Chairman (1990-98)
City of Calgary Employment Equity Action Plan, Process Champion (1989-98)
Faculty of Social Work, University of Calgary, Practicum Field Instructor (1989-2001)
Al Duerr Re-election Campaign, Executive Member (1989, 1992, 1995 and 1998)

PERSONAL INTERESTS AND ACHIEVEMENTS

Recipient of the 2007 OWIT Member of the Year Award
Recognition in Calgary Magazine "Top 40 under 40" (1999, 2000, 2001) and "The Power List" (2003)
World Vision sponsorship (1995-present)
Spanish Immersion Course, Cuernavaca, Mexico, September 1993
Class 5-6 Drivers License, July 1993
Motorcycle Safety Course, Calgary Safety Council, June 1993
NASDS Scuba Diving Certification, September 1990
Traveling, gardening, scuba diving, cycling, skiing, home renovations

REFERENCES

Upon request.