

## STRATEGIC MARKETING & COMMUNICATIONS EXECUTIVE

UNEARTHING BRAND POTENTIAL ▶ CHAMPIONING STRATEGIC INNOVATION ▶ DELIVERING THOUGHT LEADERSHIP

Innovative leader and driver of initiatives who uncovers opportunities, builds brand value, and delivers sustainable results. Creative catalyst with wide-ranging expertise in public, private, and not-for-profit settings.

### Leadership Strengths

Stakeholder Engagement  
 Growth Facilitation  
 Business Strategy  
 Innovation & Inspiration  
 Team Motivation & Direction

### Marketing & Communications

Brand Building & Positioning  
 Strategic Messaging  
 Goal Setting & Roadmapping  
 Risk & Change Management  
 Marketing Strategies

### Industry Expertise

Associations  
 Not-for-Profits  
 Corporate Clients  
 Advertising Agencies  
 Board of Directors

## EXPERTISE & IMPACTS

**Transformational Business Driver:** Facilitates growth, systemic change, and innovative offerings through targeted products and campaigns, over-delivering on expectations:

- ▶ Launched first new innovation in 15 years for Healthy Heart Foundation, expanding revenue 62% in 2 years.

**Engagement Specialist:** Builds support, gains sponsorship, and develops critical relationships through inspiration, team co-creation, and proactive promotion of vision and value:

- ▶ Championed new brand identity and positioning for The Treatment Center, securing 100% buy-in from all stakeholders.

*"Mary is meticulous and driven to deliver results, without fail."*

– Reebok

*"Mary's knowledge of the not-for-profit world, coupled with extensive experience with agencies, was truly invaluable."*

– Cancer Foundation

## LEADERSHIP EXCELLENCE

**Mary Cannon Consulting**, Calgary, AB | 2010 – Present

### MARKETING AND COMMUNICATIONS EXECUTIVE CONSULTANT

Transform branding and communications strategies for a variety of clients, assuming leadership roles and acting as a key impact player. Partner with CEOs, VPs, and subject matter experts in associations, not-for-profits, advertising agencies, and corporations to craft compelling strategies. Operationalize plans to achieve results.

**Directly caused:**



*“I hired Mary because of her strategic insights and ability to bring together disparate groups of people toward one way of thinking.”*

– Gap Canada ]

## EXECUTIVE CONSULTANT, CONTINUED....

- ➔ **Message Alignment:** Recruited as interim VP of Marketing and Communications of new National Accountants Association. Launched integrated brand campaign to generate ‘one brand and one voice’ for campus recruitment.
  - Increased brand awareness 78% in one year.
- ➔ **Product Revamp:** Initiated bundling strategy and introduced signature product as Director of Marketing at Starbuck’s. Advanced sales 30% in 4 months.
- ➔ **Brand Rejuvenation:** Fashioned new brand positioning for Gap Canada to revive store appeal. Achieved full corporate buy-in. Escalated sales 66% within first year of launch.
- ➔ **Thought Leadership:** Spearheaded first-ever master brand architecture for Cancer Centre Foundation, establishing consistency across programs through branding elements and messaging guidelines. Secured 100% buy-in from all stakeholders.
- ➔ **Brand Acquisition:** Presented insights to demonstrate potential of brand acquisition for Kraft Foods. Increased purchase intent score 86%.

## Healthy Heart Foundation, Calgary, AB | 2007 – 2010

### VP MARKETING AND COMMUNICATIONS

Oversaw \$100M in revenue and led 3 national projects, reporting to 9 CEOs across Canada. Directed a team of 45 in the areas of direct marketing, community fundraising, and philanthropic marketing and brand communications to drive innovation, deliver business results, and integrate organizational message into programs.

- ➔ **Revenue Repeal:** Repositioned reporting revenue to increase business transparency with the board and organization. Successfully reversed 5-year revenue decline and exceeded budget goals 36% over 2 years.
- ➔ **Company Direction:** Championed marketing and communications department restructuring to better align expertise with vision. Cultivated and implemented \$18M National Direct Marketing Strategy which delivered a 24% increase to the bottom line.
- ➔ **Awareness Campaign:** Developed first integrated fundraising and brand campaign, the largest national investment in 5 years. Integrated into all fund development channels with successful buy-in from national stakeholders.
- ➔ **New Product Launch:** Developed detailed business plan that included predictive modeling, pre-tested communication, and risk assessment. Introduced new lottery product, generating \$14M in first 2 years.

*Overachieved awareness objectives 140% and delivered a 29% revenue increase.*

**Ad Group Inc.**, Toronto, ON | 2000 – 2007

**VP NATIONAL CLIENT LEADER (2002 – 2007) | CLIENT SERVICES DIRECTOR (2000 – 2002)**

Promoted from managing 12 direct reports and \$5M in revenue, to leading all major business accounts with over \$18M in total revenue. Reported to president, directing 25 personnel across multiple markets and business units.

- ➔ **Team Direction:** Spearheaded multidisciplinary team that pursued, developed, and delivered outstanding creative results for several clients, including Kraft Foods, Reebok, and Coca Cola.
- ➔ **Global Recognition:** Formed and directed a team to unearth and develop insight campaign for Reebok. Produced market share 3X higher than closest competitor.
- ➔ **Client Relationship Management:** Fostered trusting relationships with stakeholders and corporate VPs. Secured new \$1M US project, developed first co-branded in-store promotion for Walmart, and retained and revitalize struggling Citibank account, tripling current business.

*Expanded Kraft Foods revenue 46% over 3 years. Secured business with Coca Cola valued at \$3.9M*

## BOARD INVOLVEMENT

**The Marketing Institute**, Calgary, AB | 2012 – Present

**BOARD CHAIR / CHAIR OF FUNDRAISING DEVELOPMENT COMMITTEE / BOARD MEMBER**

- ➔ **Culture Transformation and Revenue Expansion:** Provided guidance and thought leadership to successfully move business forward. Secured first \$1M major gift and increased fundraising revenue 25%.

**Long Term Care Association**, Calgary, AB | 2010 – 2012

**BOARD MEMBER**

- ➔ **Business Strategies:** Supported generation of association's first 5-year business plan.

## EDUCATION and MEMBERSHIPS

**Bachelor of Arts, Communications** – University of Calgary

*Professional Development Courses:*

Strengthening Brand Positioning ▪ Communications Leadership ▪ Excelling Ad Campaigns  
Interpreting Client Requirements ▪ Analyzing Consumer Insight

*Memberships:*

International Marketing Association | Canadian Marketing Association