

MARIE ADAMS, RN, BN, MEd

SENIOR NON-PROFIT EXECUTIVE

▪ *Transformative Leadership Across Various Sectors* ▪

An accomplished, collaborative, and creative leader able to motivate others to action around a shared vision. Proven success with community partnerships, fundraising gains, employee retention, improved media relations, and strategic planning. A passionate health and wellness advocate that can effectively build consensus, channel information across various public forums, and create paths to overcome barriers.

- Organizational Leadership
- Board Development
- Budget Management
- Fund Development
- External Relations
- Health Promotions

EXECUTIVE EXPERTISE and ACCOMPLISHMENTS

Heart Health Foundation (HHF) – Calgary, AB

2004 –Present

\$ 15M not-for-profit charity with a directive to eliminate death and disability from heart disease and stroke. Operates with nearly 90 employees and 50,000 volunteers throughout Alberta.

CHIEF EXECUTIVE OFFICER

2005 –Present

Established the HHF as a leading health organization in Alberta; built new partnerships, enhanced existing relationships, and developed and implemented numerous public education initiatives to improve the health of Albertans. Elevated fund development and fundraising practices and developed a sustainable organization with cohesive management team; enhanced staff engagement and reduced turnover by 36%.

Initiatives...

- ▶ Spearheaded creation of Heart Strategy; secured \$42.5M in grant funding to create 28 new prevention clinics which reduced stroke related death by 50% in six years; received the Premier's Award of Excellence.
- ▶ Orchestrated the first Canadian Peer Support Group for Parents of Infants with Stroke, in collaboration with the Stroke Recovery Organization of Alberta and City Children's Hospital.
- ▶ Pioneered, in partnership with Hollington Brain Institute, the HHF Chair in Stroke Research: a \$3M endowment fund to support stroke research in Alberta.
- ▶ Launched Heartfelt Program in Alberta in 2008; increased public awareness of stroke signs and symptoms by 14% in one year's time.

Financial and Operational Improvements...

- ▶ Increased net revenue in 12 out of 15 fundraising programs by combined 78% throughout 2009-2010.
- ▶ Secured \$2M from external partner and leveraged HHF resources and relationships to deliver two province wide multi-media campaigns worth \$4.5M.
- ▶ Conducted governance review at role acquisition; developed recruitment strategy and board skills matrix to institute the first three year strategic plan.
- ▶ Launched innovative "Eccentrics" Program to engage community stakeholders to partner in funding world class research in Alberta; secured \$2.3M since execution.

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VICE PRESIDENT

2004 –2005

Within premier role, managed and supervised health promotions, education, research programs, and staff. Conducted strategic planning, budget development, project management, and networking with external partners. Assumed executive responsibilities and accountabilities during CEO vacancy.

Key Accomplishments...

- ▶ Enhanced Professional Development and Bursary Program; escalated funding success rate by almost 50% and increased professional applications in rural communities by 150%.
- ▶ Created HHF Community Speakers Bureau, a standardized province-wide public education program; produced protocols for management along with accurate, relevant, and adaptable educational tools.
- ▶ Developed health promotions strategic plan with stakeholder input; significantly increased educational material exposure to identified high risk groups within the year.

HEALTH SERVICES CAREER HISTORY

Community College, Faculty of Health and Community Studies - Calgary, AB

1992 –2004

TENURED FACULTY INSTRUCTOR

- ▶ Recipient of a Teaching Excellence Award from the Community College Student Association in 2000.
- ▶ Designed, developed, and integrated curriculum aligned with professional competency standards and changing healthcare environments.
- ▶ Empowered and motivated students, built linkage between academic and practice settings, and contributed to the hiring, mentoring, and coaching of novice instructors.

Calgary Health Region – Calgary, AB

1986 –2000

CLINICAL NURSE / TEAM LEADER / CHARGE NURSE

- ▶ Provided compassionate nursing care to individuals and families across a broad spectrum of acute care units within several major urban hospitals; achieved numerous advanced clinical competencies.
- ▶ Inspired, supervised, and mentored nursing staff; managed complex nursing unit operations.

EDUCATION and PROFESSIONAL DEVELOPMENT

Masters of Education; Adult Teaching and Learning – University of Calgary, 1996

Bachelor of Nursing; Distinction – University of Calgary, 1992

Diploma of Nursing – Baltimore General Hospital School of Nursing, 1986

Completed Courses:

Leading through Generational Differences ▪ Change Management ▪ Strategic Planning ▪ Fierce Leadership
Organizational Development ▪ Understanding Your Leadership Team ▪ Creating a Successful Fund Development
Culture: Motivating Your Board ▪ Major Moves for Major Gifts ▪ Rising to the Occasion: Donor Visits
▪Governance as Leadership ▪ Enhancing Your Leadership Style

- ▶ **Chair/Co-Chair/Member** on over 20 committees during career duration

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