

**LYNN ARYCHUK**

Associate



- ▶ B. Arts - Psychology (University of Alberta)
- ▶ 15 years of management consulting experience (9 years with KPMG Consulting and its predecessor firms and 6 years as an independent consultant)
- ▶ Experienced in business location and economic development, benchmarking, project management, program evaluation, market research, and operational reviews.

**Examples of Relevant Professional Experience**

- ▶ Assisted MMK Consulting with the 2008 update of the Automotive Competitiveness Study (2002) for the Canadian Government. This analysis compared Ontario with other US jurisdictions with respect to investment in the auto industry for Assembly and Powertrain component manufacturing and related investment support for the industry.
- ▶ Assisted MMK Consulting with research, analysis and model design with respect to the 2008, 2006, and 2004 editions of *The Competitive Alternatives*. This KPMG proprietary study and online model compares the overall business costs of operating manufacturing and service sector industries in over 115 cities in Canada, the United States, Europe, and Japan.
- ▶ Assisted a Provincial Government with developing a business model in 2007 for Data Center Tier III operations. This up and coming industry is in the process of identifying megasites for supporting industries involved in banking, gaming, intellectual property or co-locating operations from various sectors.
- ▶ Assisted Agriculture and Agri-Food Canada in 2007 develop three business models in food processing including: French Fries, Chocolate Bars, and Chocolate Chip Cookie processing. Interviews with industry participants assisted in developing the operations and determine ingredient input and packaging costs so location sensitive analysis could be conducted.
- ▶ Research Director and co-author of the 1999 study *The Competitive Alternatives*, a proprietary study of KPMG Consulting (Canada). Various studies and reports were developed for a number of public and private sector clients from 1997 to 2001, including the federal government, provincial and municipal governments, regional economic development agencies, and manufacturing companies.
- ▶ Co-developed an interactive investment tool based on the KPMG proprietary Comparative Cost Model. This very powerful financial software product analyzes the impacts of location-sensitive costs to business operations and conducts ‘what-if’ analyses to demonstrate the impact of incentive and other programs. The software also included security functions and Online Help.



- ▶ As a Technical Specialist, assisted Canada's Minister of Agriculture present the findings of *The Competitive Alternatives* to business investors and members of the financial press in Tokyo, Japan.
- ▶ Project managed two cost comparison analyses of the food processing sector for the Province of New Brunswick. The cost of operating a facility in three New Brunswick locations was compared to northeastern United States' locations serving the Boston and New York Markets.
- ▶ Conducted an analysis comparing the costs of operating a software development firm in the Greater Vancouver Area compared to jurisdictions in the Northwest United States. Confidential interviews of software firm founders and top executives were conducted for existing software development firms in the Lower Mainland.
- ▶ On behalf of the BC Government, performed a benchmark study documenting BC's competitiveness position, relative to six other provincial and state jurisdictions, with regard to the major causal factors in achieving business and economic competitiveness. One section of the report reviewed business investors' perceptions of British Columbia as a business location.
- ▶ Consulted with the Province of Alberta and conducted a personal taxation and cost of living study. This study resulted in publishing the personal tax competitiveness of this province compared to other jurisdictions. It also contributed to the deliberations of the Alberta Tax Reform Commission that was established to review tax structures with a view to improving competitiveness and stimulate investment.
- ▶ Assisted the University of British Columbia develop a financial plan for Animal Care and the related services to the University Research population.
- ▶ On behalf of the University of Alberta's Industry Liaison Office, assisted a Contract Research Organization develop a marketing strategy and prepare for attracting investment.
- ▶ Assisted the University of British Columbia's Industry Liaison Office with identifying and gathering metrics related to the performance of UBC spin-off companies and incorporated it into their 2002 Annual Report.
- ▶ Conducted an end user computing study for several top-tier companies in Alberta in gas, petro-chemical, telecommunications and other industries. The participating organizations benchmarked processes both internally and between benchmark partners. Over 10,000 end users were surveyed and the study identified informal and formal resources, training requirements, system/application development, training satisfaction and costs of informal vs. formal computing support. Best Information Systems (IS) practices were identified and shared between benchmarking partners.

- ▶ Consulted with KPMG Audit on the development, administration and report of a financial benchmarking study of Canadian Colleges, administered over a two-year period. This study looked at a number of financial metrics and identified a number of “best in class” practices shared with the benchmarking participants.
  
- ▶ Conducted a market evaluation of distance learning programs for the University of Alberta. Post-secondary institutions in North America were evaluated and included a regional and international competitive analyses as well as the identification of technology and sponsorship components of distance education.