

JENNIFER GANT
Consultant



- ▶ 18 years experience in the banking industry, including 6 years in sales and 12 years in management.
- ▶ 3 1/2 years experience in business and management consulting.
- ▶ Completed a variety of communications management and change management courses as part of a Technology in Management program at BCIT.
- ▶ Completed 3-1/2 years towards BA at Carleton University, Ottawa. In progress and projected for completion in 2008.
- ▶ Experience in project management, business and strategic planning, and economic development consulting.

Project Management

- ▶ **Client Segmentation** – Acted as project manager in segmenting clients for an Investment Advisor. Project management involved leadership in analysis and model design of a \$70 million client portfolio, process improvement, creating operations manual, marketing planning and preparing annual business plans.
- ▶ **Business Development** – Acted as project manager for integrating a business line within a major financial institution. Project management involved representing the business line at regional meetings and functions, ensuring an effective working relationship and developing and implementing business plans.
- ▶ **Business in a Box** – Acting as a project manager with a local Franchisor to develop a comprehensive franchise model for expansion of a newly formed franchise. Project management involves refreshing existing website and coordination of website redesign as well as revising the operations manual for prospective Franchisees.

Business and Strategic Planning Consulting

- ▶ **Business Improvement Area** – Assisted in preparing a final report for each of nine Vancouver area Business Districts that profiled the commercial and residential market in each area. Developed spreadsheets and performed detailed analysis of Census and local area small business data.
- ▶ **Competitive Alternatives International Business Cost Comparisons** – Assisted in research for this major KPMG study of international business costs. For a variety of business cost factors, identified and assessed potential data sources, procured and analyzed appropriate data.



- ▶ **Communications** – Coordinated the development of a contact list, media communications and public consultation meetings for a wind energy farm to assist in preparing for approval of the project by the Environmental Assessment Office.

Economic Development Consulting

- ▶ **Benchmarking Study** – Researched multi-jurisdictional sources for a variety of social and economic data points. Provided data analysis and benchmarked Vancouver with competing locations on measures that compared socio-economic competitiveness and performance. Presented data for final study document.
- ▶ **Industry Targeting** – —Assisted a local development agency in identifying high-growth industries that may be suitable for relocation or expansion to the region. Information was developed on competing locations in each identified industry, as well as specific locational requirements of each industry. This information was to form the starting point for a targeted marketing campaign.
- ▶ **British Columbia Economic Competitiveness Indicators** — Assisted in research and data compilation for a periodic update to a BC Government benchmark study which documents BC's competitiveness position, relative to six other provincial and state jurisdictions, for a wide range of business, economic and social factors that influence business and economic competitiveness.
- ▶ **Consumption of Municipal Services** – On behalf of a major crown corporation, performed an analysis of the consumption of municipal services by residential and non-residential property classes relative to actual property taxes paid.