

GLENNA CROSS, ABC, MC

WORK EXPERIENCE:

President, Cross Wise Communications Ltd. (since 1999)

Independent management consultant specializing in communications training/teaching, organizational evaluation and design, strategic communications planning, and meeting facilitation and leadership to help organizations meet their organizational and communications goals.

Major accomplishments:

- Developing and leading a range of communication workshops, presentations and training sessions.
- Facilitating a variety of complex and demanding meetings on behalf of clients, from strategic planning to annual team planning sessions to role clarification exercises. Facilitation services include both communications functions and all other business functions.
- Developing the communication strategy for, and managing the implementation of, a comprehensive stakeholder engagement and communication program to test curbside recycling services in a City of Calgary pilot project (winner of an international IABC Gold Quill Award of Excellence.)
- Providing assistance recruiting communications professionals at various levels.
- Developing employee surveys (with ResearchWorks Inc.) and facilitating understanding of, and response to, the results.
- Conducting comprehensive stakeholder consultation and needs assessments, and developing communications strategies which directly support the business plans of a variety of public, private and non-profit clients.

Calgary Co-operative Association Limited, Division Manager, Communications and Creative Services (1994 – 1998)

Member of Canada's largest retail co-operative's leadership team during a period of significant restructuring and change. Active participant on executive committee. Led a staff of 15 and managed a budget of \$5.5 million. Key responsibilities included advertising, corporate image and brand management, marketing communications, internal and external communications, public consultation, community investment and customer feedback.

Major accomplishments:

- Reviewed internal communication processes and tools, resulting in executive commitment to communication skill development, enhanced communications between the board of directors and management, and refocused internal publications.
- Reviewed and redesigned the process for handling customer concerns to provide consistent response, accurate data collection, and regular reporting.

- Developed a public consultation process to work through member's concerns about their equity. (An honourable mention winner in 1996 Canadian Public Relations Society Town Crier Awards).
- Researched and designed a community investment strategy that resulted in a strategic approach to corporate giving.

Southern Alberta Institute of Technology (SAIT), Manager, Communications and Development (1992 – 1994)

Member of the management team, led a staff of ten and a budget of more than half a million dollars. Key responsibilities were executive, internal and external communications (including marketing communications, media, community and government relations, publications and advertising), development and alumni relations.

Calgary Public Library, Manager, Communications (1987 – 1992)

Member of the management team, led a staff of six and managed a budget of more than \$200,000. Duties included researching, budgeting, planning, evaluating and advising.

Francis, Williams & Johnson Ltd., Public Relations Program Co-ordinator and Director, Recruitment Advertising (1984 – 1987)

Bernard Hodes Advertising, Account Executive (1980 – 1982)

FORMAL EDUCATION AND CREDENTIALS:

- B. Comm., Marketing – University of Saskatchewan, 1979
- Master of Communication Studies – University of Calgary, 1984
- Professional accreditation – International Association of Business Communicators (IABC) 1990
- Master Communicator designation* – IABC 2005
**The IABC Canada Master Communicator Award (MC) is a lifetime achievement award and is the highest honor IABC Canada can bestow on an individual member.*

TEACHING/SPEAKING EXPERIENCE (selections only):

- Communicating in a Multi-Generational Workplace and Embracing Your Multi-Generational Workforce (dozens of presentations)
- Strategic Communications Planning, University of Calgary Management Certificates (2004 – 2007) and various private clients as seminar series.
- IABC Western Region conference – Multi-Generational Communication and Using IABC's Excellence Model to Evaluate your Communications Function
- Public Relations: Structure & Strategy, University of Calgary, Management Certificates (2004 – 2007)
- Municipal Communicators Conferences and Summers Communication Conferences – Face to Face Communication, Using IABC's Excellence Model to Evaluate your Communications Function, and Multi-Generational

Communications

- IABC Calgary Chapter workshop – Face to Face communications
- ICM Internal Communications Conference – Communicating Values/Ethics