

Confidential Resume of **Mr. Dana Cooper**

SUMMARY

A seasoned executive defined by an excellent academic background and a very diverse history of consistently successful organizational leadership experiences. This progressive leader is adept at building relationships and has a strong bias toward organizational functions that are people oriented. Communications, human resources, client experience, relationship building and retention, fundraising, and service delivery are functions where innovation and leadership have been consistently provided. Strategically focused, this professional has a proven track record of bringing unique solutions forward and adding value to the organizations he works with.

Objective is to be a leading authority on 'the people side of organizational success' and championing communications, relationship building, and client experience as keys to developing highly productive and successful organizations.

PROFESSIONAL ACCOMPLISHMENTS

Strategic Communications

- Formulated national and provincial government relations and advocacy plans that substantially elevated the priority of government relations for a national not-for-profit organization.
- Enhanced fundraising strategies through communication planning that resulted in a 46% increase in direct mail revenue, a 95% growth in special event revenue, 275% increase in major gifts, and increasing annual planned giving returns.
- Prepared numerous business plans, marketing, and communication strategies that successfully identified objectives and established action plans in pursuit of those objectives.
- Demonstrated repeated success in acquiring sponsorship support through the design of communication strategies that align available opportunities with access to valuable markets and outcomes for the sponsor organizations.
- Created internal communication strategies and vehicles to achieve organizational synergies across multiple offices.
- Researched and developed policy statements and positions for municipal, provincial, and federal government advocacy.

Client Experience

- Completed a marketing strategy for a retail store, including a market survey that helped identify target market segments and proposed unique marketing approaches.
- Evaluated the client experience for several organizations and recommended processes and procedures to improve service.
- Implemented a client database system which resulted in 25% efficiency improvement in administrative procedures and 50% improvement in accounts receivable efficiencies
- Performed several training sessions for organizations on client service and service delivery that contributed an understanding for staff on actions they can take to improve client experience.

Strategic Planning

- Facilitated strategic planning sessions for membership associations, charities, and a for-profit organization. Experiences involved pre-session interviews, meeting facilitation, drafting strategic plans, and formulating work plans.
- Performed several environmental scans, SWOT analyses, and undertook survey research to provide background information upon which effective discussions and informed decisions can take place.
- Designed organization structure and governance model to clarify decision making and delegation authority and differentiate between strategic, management, and functional orientations for a multi-office, professional services firm.

Human Resources

- Created tools and implemented policies such as a new hire orientation manual, performance management, resume screening, and interviewing techniques that contributed best practices to the HR process.

- Prepared a comprehensive performance management program that involved creating job descriptions and evaluation criteria for every position company-wide, resulting in a performance based compensation system.

Relationship Building & Retention

- Segmented member database using multiple criteria to provide valuable insight and understanding of the needs of various markets and contributed significantly toward strategic planning and attaining a 95% member retention rate.
- Developed segmentation criteria based on a relationship spectrum that provided a more donor centric orientation and strategic focus to target increased donor relationships and giving opportunities.

CAREER HIGHLIGHTS

inviGROate Consulting Principal Consultant	Present
Canadian Association of Optometrists (Part Time Contract) Director of Government Relations and Public Policy	Present
Johnston Morrison Hunter & Co. LLP Chartered Accountants Chief Operating Officer	2008 – 2009
Medicine Hat & District Health Foundation – Medicine Hat, AB Executive Director	2001 - 2008
Medicine Hat & District Chamber of Commerce - Medicine Hat, AB General Manager	1998 - 2001
Canadian Professional Golfers' Association of BC - Surrey, BC Director of Tournaments and Communications / Membership Coordinator	1992 - 1996

EDUCATION

Canadian Society of Association Executives Certified Association Executive (CAE Certification)	2003
Master of Business Administration, Marketing Specialization University of British Columbia - Vancouver, BC	1998
Bachelor of Physical Education, Honours University of Ottawa - Ottawa, Ontario	1991

PROFESSIONAL ACTIVITIES & RECOGNITION

▪ Instructor – Medicine Hat College – ‘Leadership’	2007-2008
▪ Presenter – Vitalize 2007 – “Relationships Are Forever”	2007
▪ Author – Customer Service in the Not-For-Profit Sector Article in Association Magazine	2007
▪ Director – CSAE National Board	2006-2008
▪ Presenter – MARCOM 2006 – ‘Sweat The Small Stuff’	2006
▪ Instructor – Athabasca University – ‘Business Strategy’	2005-2007
▪ Presenter – CSAE 2005 & 07 - Annual Conference for association management	2005/07
▪ Author – Fundraising Chapter in CSAE Canadian Textbook on Association Management	2005
▪ CSAE Membership Review Committee Member	2006-2008
▪ CSAE Government Relations Committee Member	2003-2008
▪ Chamber Of The Year	2000
▪ Canadian Society of Association Executives (CSAE) - Member	2000-2008
▪ Instructor – Medicine Hat College – ‘Consumer Behaviour’	2006
▪ Alberta Chamber Executives, Chair of Mentoring Committee	1998-2001
▪ UBC - MBA Class Valedictorian	1997

INTERESTS

- Family activities, social media, travelling, camping, hiking, softball, volleyball, golf, scuba-diving, skiing, reading