

GERLINDE WEGER

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A leader in Organizational Effectiveness & Change Management with the strategic acumen and collaborative ability to design and deliver Change Management Strategies and Enablement Programs.

Demonstrated capability to apply a structured and consultative process to achieve successful results in support of business and technology transformations. With the ability to motivate and effect change, strengths include:

- Build and manage relationships both within program teams and across organizational boundaries, gaining alignment and endorsement to achieve transformational change.
- Collaborate with business line managers, company change practitioners and external resources to deliver business impact assessments, stakeholder mobilization programs and communications.
- Identify risks and critical issues and develop mitigation strategies for all segments of a company community.

Organizational Change Management Consultant: In-Sight Consulting, Toronto, Canada **2001 – present and 1994 – 1996**

Supporting organizations implementing business transformation initiatives, I assess the gap between the transformation goal and current company status. Determining the most appropriate Change strategy, I engage and align stakeholders to achieve the desired transformational change. Engagements include:

- ◆ **Collective Brands International / Performance Lifestyle Group (Payless Shoes, Saucony, Sperry, Ked's & StrideRite)**
As Senior Organizational Change Management Consult, accomplishments include:
 - Coached leadership in building the Organizational Change Management Practice. Developed change management strategy, communication and stakeholder mobilization plans, impact assessments and business readiness scorecard.
 - Lead Change Management for the SAP-Wholesale implementation in the Netherlands and Massachusetts, US. Collaborated with project business leads to assess organizational impacts.
 - Developed End User positioning of business case and messaging to ensure stakeholders are committed to the changes brought on by SAP.
- ◆ **Barrick Gold** As Global Change Management Lead for Operations Support and the Oracle Business Process Improvement initiative across four geographic regions, achievements include:
 - Created Community of Practice Change strategy, communication and stakeholder mobilization plans and templates. Achieved global alignment for the standardized methodology - first time in Barrick history.
 - Coached regional teams to best operationalize the Change Management strategies and execute the plans for the local implementations.
 - Conducted multi-disciplinary analysis for Operations Support division to transform its culture to meet company business demands brought on by corporate re-organization. Designed successful Organizational Effectiveness strategy and stakeholder and communication plans.
 - Developed business readiness and post go-live support strategy for End Users and Management, identifying risks and determining appropriate interventions.
 - Successfully completed Project Management training with Barrick Gold. Methodology aligned with PMBOK.
- ◆ **Cara Operations** As Change Management Consultant for the business transformation initiative, accomplishments include:
 - Collaborated with senior management to create a common chart of accounts across Cara restaurant companies and corporate business units. Lead change management to actualize the common chart of accounts into the corporate financial reporting system.
 - Engaged End Users and supported Management with comprehensive stakeholder engagement plan supporting business transformation initiative.
 - Teamed with business leads to implement Key Performance Indicator Scorecard to monitor the business transformation metrics.
- ◆ **The Reid Group** Facilitated the repositioning of the business model and company identity for the new media/communications company. Lead the Royal Bank-Knowledge Based Industries new media account
- ◆ **Tapestry New Opera** Directed marketing and fundraising programs, nurturing the corporate sponsorship relationship with BMO, in support of the Education Program. Actualized foundation and private funding that enabled the production of two operas within 18 months.

Senior Group Account Director: FCB and DDB Toronto, Canada

1999 to 2001

At the request of *Compaq Canada* transitioned the account from *DDB* to *FCB* after a worldwide account realignment. Established key contacts with international executive team and established agency infrastructure to service account.

- Worked in partnership with the worldwide executive team on brand strategy and its implementation plan for Canada. Oversaw research to gain domestic customer insights enabling collaboration with international project team to address Canadian market.
- Invited by CEO of *DDB* to join the international executive team re-pitching worldwide *Compaq Computing* account.
- Re-engineered monthly account financial processing, smoothing work flow and improving the work environment and output accuracy.

Account Director: QuadraVision (acquired by Bowne & Co.), Toronto, Canada

1996 - 1998

Lead project teams for the company's largest financial and insurance accounts.

- Managed implementation of industry first database driven and personalized financial service portals. International clients included *TD Bank*, *Summit Bank*, *Deutsche Bank Europe*, *New York Life Insurance*.
- Created and presented change workshops for *Deutsche Bank Europe*, coaching product managers to change their business focus to facilitate the creation of the first virtual bank in Europe.
- Designed discovery module that bridged marketing and technology. Resulted in the creation of groundbreaking financial internet implementations.

Account Director: Grey Advertising, Hong Kong

1993

Oversaw the integrated communication campaigns in South-East Asia for *SmithKline Beechum* and *World Wild Life Fund*. Coordinated communications for Hong Kong, Pearl River Delta, Malaysia and Singapore.

- Improved collection of account receivables by 20%.
- Negotiated process for creating campaigns in Cantonese for approval by English speaking client. Significantly improved campaign effectiveness.

Partner: Gallery Bikan, Toronto, Canada

1990 - 1993

Co-founded and developed international art business, importing art from Japan primarily for corporate clients.

- Developed successful company positioning and brand that translated into sales.
- Designed, marketed and managed special events on behalf of leading cultural and business institutions.

Account Executive: McCann Erickson Advertising, Toronto, Canada

1989 - 1990

Managed the advertising accounts of *Commodore Computer* and *Coca Cola Foods*. Developed and executed product launches including production and placement of TV, radio and print campaigns.

Account Executive: J. Walter Thompson Advertising, Frankfurt, Germany

1986 - 1989

Managed the accounts of *Kraft*, *Campari*, *Pit Stop* and the *Fish Marketing Board*. Created *Kraft's* communication strategy in support of new product development for European launch.

EDUCATION

Masters of Business Administration

2003 - 2005

- *Richard Ivey School of Business, University of Western Ontario, London, Canada*

Bachelor of Arts Degree, Combined Honors in Economics and Philosophy

1981 - 1985

- *University of Western Ontario, London, Canada*

CERTIFICATION

ITIL

2011

- *V3 Foundation*

LANGUAGES

- English
- German

INTERESTS

- Art lover, opera enthusiast
- Study of Psychology
- Community service with grassroots charities
- Endurance cycling, golf