

# GLENNA CROSS, ABC, MC

## **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.*

## **WORK EXPERIENCE:**

### **President, Cross Wise Communications Ltd. (since 1999)**

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

### ***Major accomplishments:***

- Successful searches for more than 30 communications positions at many levels and different industries.
- 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.
- Detailed communications reviews, structural assessments and audits for public and private sector clients.
- 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.)
- 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.

**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)**

**TEACHING/SPEAKING EXPERIENCE (selections only):**

- Strategic Communications Planning, University of Calgary Management Certificates (2004 – 2007) and various private clients as seminar series.
- Communicators as Consultants – public sector organization
- Communicating in a Multi-Generational Workplace and Embracing Your Multi-Generational Workforce (dozens of presentations)
- IABC Western Region conferences – Scope Creep, Not Just for Consultants; Communication Audit Case Study; 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