

CHERYL DAVIE

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PROFILE

An MBA/MAG with over 11 years experience in business management. Solid track record of building collaborative business relationships.

- Project Management
- Quantitative Analysis
- Strategic Planning
- Corporate Governance
- Market Opportunity Assessments
- Community Development

CAREER EXPERIENCE

Business Management Consultant **2007- Present**
Cheryl Davie & Associates

- Provide comprehensive business consultancy to clients in the agriculture & food industries, including advise in areas of direct marketing, social media usage, financial management, succession planning, land use planning, media coverage and value chain consulting
- Prepared report entitled “Mung Bean Market Assessment: Opportunities for Alberta-grown Mung Bean” by interviewing and engaging all industry stakeholders
- Successfully prepared business processes manual for agriculture auction technology firm by consulting with employees at all levels

Instructor, International Business (Contract) **2007**
Northern Alberta Institute of Technology, Edmonton, AB

- Taught International Business Marketing (MARK 407) and received positive feedback from all students

Teaching Assistant **2007**
University of Alberta, Edmonton, AB

- Communication Theory and Practice (AFHE 304) Taught students about effective oral and written communication, specializing electronic communication and evaluating weekly oral presentations.
- Organizational Strategy (ORGA 501): Evaluated student oral participation and written projects

Commercial Marketing Manager, Mediterranean **2000 to 2005**
Star Shipping (Canada) Ltd, Vancouver, BC **and 1995 to 2000**

- Managed service to the Mediterranean, continuously achieving top results world-wide
- Successfully proposed and implemented supply chain solutions to clients in forestry and oil & gas industries
- Effectively communicated with domestic and overseas clients, building collaborative business relationships
- Developed and managed US \$2M annual local trade budget
- Negotiated with multiple clients to successfully arrange for alternative discharge destinations, improving efficiency and reducing costs by over US \$170K per annum

Customer Service Representative – International Marketing **1999 to 2000**
West Fraser Timber, Vancouver, BC

- Improved order fulfillment response time by 10% by continuously analyzing supply chain strategy
- Surpassed expectations for effective written electronic communications with clients from China, Iran, Saudi Arabia and India

Logistics and Marketing Coordinator **1992 to 1995**
International Grain Trade (Canada) Ltd, Vancouver, BC

- Optimized efficient movement of supply chain on time and on budget
- Purchased specialty grain products within quality and cost specifications set by senior grain traders
- Negotiated sales contracts for overseas agents and grain traders

ACADEMIC PROJECTS COMPLETED

- Western Centre for Economic Research (Project for International Business Specialization) **2006**
“China: Export Market Prospects and Alberta’s Agriculture Sector” (co-authored with Prof. Michele Veeman)
- Identified tariff reduction opportunities by thoroughly analyzing export data and industry survey
 - Effectively identified policy priorities by interviewing key industry stakeholders
 - Collected agricultural trade data for China’s imports and Alberta’s exports
- Value Chain Initiative ABLE Program (Project for Masters in Agriculture degree) **2006**
“Lupin Value Chain Opportunity Assessment”
- Met and exceeded client’s expectations with thorough market and stakeholder analysis
 - Provided thorough analysis of the aquaculture industry’s purchasing trends

EDUCATION

- Master of Business Administration (MBA) and Master of Agriculture (MAg) **2005 to 2007**
University of Alberta School of Business, Edmonton, AB
- Specialization in Rural Economy
- Certified Shipbroker by examination (MICS – Bachelor degree equivalent) **1999 to 2002**
Institute of Chartered Shipbrokers, London, UK
- Bachelor of Science – Agricultural Economics **1988 to 1992**
University of British Columbia, Vancouver, BC

PROFESSIONAL DEVELOPMENT COURSES

Value Chain Management (36 hours), Quality Management for Service Industries (40 hrs.), Pulp & Paper Technology (35 hrs.), Media Training (16 hrs.), Special Crops Exporting (35 hrs.), Conversational Spanish, Japanese & Mandarin (60 hrs.)

PROFESSIONAL MEMBERSHIPS

- Institute of Chartered Shipbrokers**, London, UK **2002 to Present**
- Vancouver Transportation Club**, Vancouver, BC **2001 to Present**
- BC Institute of Agrologists**, Abbotsford, BC **1993 to Present**
Vancouver Branch Secretary (2002), Treasurer (1995 to 1997), Director (1993 to 1994)

COMMUNITY LEADERSHIP

- Barrowtown Agricultural Development Society**, Vice President **Present**
- Abbotsford Farmers Market**, Communications & Marketing Volunteer **Present**
- Net Impact, University of Alberta**, Chair **2005 to 2007**
- Delta Hospice Society, Delta, BC**, Hospice Worker **1999 to 2005**
- HOPE International Development Agency**, Volunteer Researcher, Sustainable Agricultural Projects **2004**

AWARDS & COMPETITIONS

- Food Distribution Research Society Student Food Marketing Challenge**, Quebec City, Quebec (1st place) **2006**
- American Association of Agricultural Economists Graduate Student Case Competition** (2nd place) **2006**
- Gay and Ralph Young MBA Internal Case Competition**, Edmonton, Alberta (2nd place) **2006**
- Bernard C O Mah (Giordano) **MBA Award in International Business** **2006**
- Vancouver Transportation Club Scholarship and President’s Award** **2006**