



JUDY WILLIAMS, MACT, SEP, BA (French)
PRINCIPAL

PROFILE

VALUE PROPOSITION

Judy helps clients navigate today's complex environment by envisioning possibilities, articulating messages that resonate with stakeholders, and facilitating "buy-in" by influencers and interest groups. She has worked with private and public organizations, Boards and leadership teams to address strategic planning and communication initiatives, stakeholder relations, advocacy campaigns, market research and brand management. Judy brings a broad perspective to client assignments having held senior positions in oil and gas, telecommunications, not-for-profit, healthcare and post-secondary education. By delivering clear, focused communications, she empowers organizations to accelerate change and advance their business objectives.

SELECTED ACHIEVEMENTS

- Facilitated crisis communication strategies to align leadership and resolve stakeholder issues (4-H).
- Developed strategic, stakeholder engagement, and communication plans to help a financial institution navigate through the regulatory process to achieve banking status (Concentra).
- Led focus groups in eleven markets across North America to assess and recommend phased retirement program for large pipeline company, enabling it to retain resources while achieving cost savings (Enbridge).
- Facilitated merger and acquisition initiatives by select Canadian subsidiaries of international companies to engage employees and achieve seamless transitions during significant corporate change (Hitachi, Statoil, TAQA North).
- Developed IPO communication, innovative employee share purchase plans, and a new corporate identity to empower decision-makers and distinguish the company from competitors (TELUS).
- Launched advocacy campaign in central Canada to increase understanding that two-thirds of every dollar spent at the gas pump are taxes levied by provincial and federal governments.

PRIOR EXPERIENCE

- CEO, Solution Group, facilitating strategic planning and stakeholder engagement strategies to ensure private and public sector clients achieve business objectives and program initiatives.
- Principal and Communication and Change Management Lead, MERCER, advising clients planning and branding, employee engagement strategies, communication and cultural audits, focus groups and employee surveys, pension and health benefits, as well as website and portal development.
- Director, Institutional Planning, SAIT Politechnique, completing environmental scan, engaging Faculty, students and other stakeholders, and developing a comprehensive ten-year strategic plan for approval of the Board and management team.
- Assistant Vice President, Public Affairs, TELUS, leading strategic initiatives for the successful privatization of Alberta Government Telephones (AGT).
- Executive Director, Petroleum Resources Communication Foundation, increasing awareness and understanding among Canadians of Canada's oil and gas sector.

QUALIFICATIONS

- Master of Arts in Communication and Technology (MACT), University of Alberta
- Baccalaureat es arts specialise en francais, Laval University, Quebec City
- Stanford Executive Program (SEP)
- Certificate in Professional Business and Technical Writing, University of Calgary
- Canadian Securities Course
- Former Public Member, APEGA, and the Institute of Chartered Accountants of Alberta