

## Value Proposition

Known for her adept integration of three influential catalysts for transformation; change management, change leadership coaching, and process improvement. As a dynamic leader, she has successfully led change initiatives across diverse sectors including retail, insurance, banking, utilities, and manufacturing. She is passionate about the change journey, with a particular focus on the human aspect of business transformation. Her unwavering commitment centers on leaders and their teams, fostering collaborative efforts that seamlessly guide transitions from current state to future state. Whether navigating digital adoption, cultural shifts, product integrations, enterprise-wide transformations, or process enhancements, Joanne consistently builds robust partnerships while excelling in the delivery of transformative change.

## Selected Achievements

- Led change management strategy development and execution for an office closure impacting teams in three Canadian provinces, resulting in \$929,000 capacity savings, while optimizing resource planning, budget forecasting, performance KPI's and productivity.
- Led a team through the change management strategy supporting the integration of a \$70 million digital platform directly impacting business products and processes, streamlining the overall experience.
- Drove the executive messaging and coached delivery of same across multiple enterprise-wide change initiatives with a \$20 million budget impacting 5,000 employees in support of an agile digital transformation.
- Spearheaded an enterprise-wide transformational change program impacting multiple disciplines across 9,000 employees and five lines of business with 14 consecutive initiatives.
- Achieved advanced level in change management with ongoing contribution as a volunteer mentor with the Change Management Institute, Canada.

## Experience

- Capillary Consulting Inc.: Change Management Examination Board Assessor
- Magna International, Indigo Books & Music, Ontario Power Generation, The Commonwell Mutual Insurance Company: Change Management Lead, Coaching, Mentoring and Business Consulting Contracts
- TD Bank: Business Process Transformation and Change Manager
- TD Insurance: Business Process Manager and Change Specialist

## Qualifications

- Honours Bachelor of Arts Psychology (HBA), York University
- Certified Change Management Professional (CCMP) — Association of Change Management Professionals
- PROSCI ADKAR Change Management Certification
- PROSCI Integrating Agile & Change Management Certification
- Lean Change Agent Certification — Idea Leap
- Accredited Change Manager (ACM), Change Management Institute
- Certified Consultant Emotional Culture Deck (ECD), 2nd in Canada — Riders & Elephants
- Certified Professional Coach (CPC), Institute of Professional Excellence in Coaching
- Associate Certified Coach (ACC), The International Coach Federation
- Certified Lean Six Sigma Green Belt (LSS), Smarter Solutions Inc.

