

Value Proposition

Russ provides executive leadership addressing organizational challenges and change. A trusted advisor and business leader; an innovative and creative problem solver. Noted for his successes in transitioning companies and helping organizations with new opportunities or difficult challenges. Russ works with executive teams at the strategic, operational or project level, and with employees and stakeholders through any implementation. Outcome focused, he instills discipline by aligning brand, culture, need and strategies. Russ also serves on Boards of Directors of Public and Private corporations in addition to his service on many not-for-profit Boards.

Selected Achievements

- Provided active leadership and senior counsel through four Olympic Winter Games. Developed people teams, designed operations, executive leadership of venues, facilities, and logistics, Measurable outcomes significantly exceeded internal and external expectations.
- Led industry and community initiatives at municipal, provincial and regional levels on boards, commissions, authorities, and as the senior executive. Provided transformational change to structures for regional and national tourism marketing (public/private partnership models) and revenue generation (5-fold revenue increase).
- Operated an 80-person manufacturing company, receiving national awards and recognition for excellence.
- Development project resulting in new Calgary neighbourhood; reconfiguring facilities to new uses; reworked existing historical building to improved utilization; business and organization recoveries of organizations dealing with amalgamations, aligning cultures, improving processes and expanding leadership capacities.
- As a Board member and catalyst for change, modernizes governance and leadership.

Experience

- Projects and Advisory:
 - Trade consulting and management services for companies and for not-for-profits.
 - Organizational effectiveness and business plan modeling.
 - Service – VP Organizational Development – O&G Supply Chain; Transition Team Lead – Financial Services; Transition Lead – Community restructure and facility upgrades; work in healthcare and social service on strategic realignment and facilities for challenged Albertans.
- Government of Alberta:
 - Contracted lead of Alberta Olympic and Paralympic Secretariat.
- Tourism and Hospitality Industry:
 - Board Chair & President, Tourism Calgary; Board Chair & President, AB Tourism Partners o/a Travel Alberta; VP Gov't Relations, TIAALTA; Chair, Team Tourism and Community Tourism Action Planning.
 - Reimagined food and tourism facilities improving operating models with strategy.

Qualifications

- Executive leadership for over 35 years.

