

Value Proposition

As a very successful leader, certified change expert, and business transformation specialist, Yvonne brings a results-oriented, client-focused, and people-centric approach to strategic change. Her unique business and consulting experience has supported initiatives instrumental to sales acceleration, digital adoption, product launches, systems transformations, and cultural change. She is known as an passionate change agent whose work creates more confident and capable employees. Yvonne consistently demonstrates partnership and relationship building skills which contribute to her value as an executive mentor and thought partner, particularly for the business-to-business client segment.

Selected Achievements

- Designed and facilitated the strategic planning and go-to-market strategy for a Canadian paytech start-up, scaling from concept to processing of 200,000 transactions monthly within 18 months.
- Provided change management leadership and consultative implementation support to Business Banking projects for a major Canadian bank representing annualized spends of approximately \$30 million/year and impacting ~3,000 employees and ~800,000 clients.
- Drove the executive messaging and support, change program set-up, and employee enablement activities for a major platform investment of \$35 million impacting ~2,000 senior markets and commercial clients.
- Facilitated 30+ credit risk policy changes for commercial clients over a nine-month timeframe.
- Developed and delivered implementation approach, communications, training for a market-leading insights-as-a-service capability for 30,000 retail sector clients of a major Canadian bank.
- In partnership with executive leadership, launched transformational change impacting organizational design as a result of the merger of two large Canadian insurance companies.
- Led the change management methodology development and implementation for one of Canada's largest insurance companies later adopted globally by sister companies.
- Recognized by Dalhousie University as a valued contributor to ongoing post-secondary education through invitation to represent them on the Canadian MBA Advisory Board.

Experience

- Osborne Interim Management:
 - Crop Management Network: Delivery Lead, Strategic Implementation, Change Management Advisory (November 2022 - Present)
 - Glacier FarmMedia - METOS Canada: Delivery Lead (August - October 2021)
 - Glacier FarmMedia - Discovery Farm: Delivery Lead (March - June 2021)
- Independent Change Management, coaching/mentoring, and business transformation consulting assignments: CGI, RBC, Co-operators Insurance, CUMIS Insurance, Great-West Life, National Bank, Apaylo Finance Technology, Infrastructure Ontario, Change Management Institute
- Vice-President, Business Banking Segments, CIBC
- Vice-President, Small Business and High Value Rural Delivery, CIBC

Qualifications

- Master of Business Administration (MBA), Dalhousie University
- Bachelor of Science in Agriculture (B.Sc.Ag), University of Manitoba & Professional Agrologist (P.Ag)
- Accredited Change Manager – Master (ACMM), first in Canada, Change Management Institute
- Certified Change Management Professional (CCMP) "First 500" cohort, Assoc. Change Management Professionals
- Change Management Practitioner, APMG International
- PROSCI ADKAR Change Management certification
- Certified Financial Planner, FP Canada
- Certified ScrumMaster, Scrum Alliance & International Certified Mentor

