



Professional Profile

SUE MacGOWAN

A seasoned professional with over 20 years of experience in the fields of events management, marketing communications and sales-support, primarily in the professional services sector.

Key Capabilities

- Understanding of contemporary business issues and priorities, with the ability to translate objectives into concrete action-plans.
- Excellent organizational skills to manage projects to meet tight deadlines and budget requirements.
- Skilled in collaborating with senior executives, external suppliers and other internal stakeholders.

Summary of Experience

- At accounting firm Ernst & Young LLP, directed internal and external communications for Canadian tax practice; helped develop and manage motivational sales campaigns; planned and executed online and offline publications and newsletters.
- Managed E&Y's Major Account Program – a proprietary, integrated sales development initiative.
- Planned and executed E&Y's 'Entrepreneur of the Year' program for Ontario from 1995 to 1999, including overall responsibility for event logistics and onsite management.
- At law firm McCarthy Tétrault, initiated and managed external events for the firm (client CEO briefings, client receptions, sponsorships); programs on behalf of clients (product launches, directors' meetings, community activities); and internal events (partner retreats; staff programs).
- As high-end retailer Holt Renfrew, served as accessories buyer and salesperson.

Education

- Honours Bachelor of Arts, Queens University, Kingston; graduated 1983.
- Executive Development Certificate (Marketing), Queen's University – Nov. 1994.

Community Contributions

- Bennington Heights Elementary School – Co-Chair, biannual fundraising event (May 2009).
- Progress Place – Served on the Board of Directors of this non-profit organization providing rehabilitation support for individuals with persistent and severe mental illness; specific responsibility for public relations and fundraising (1998 – 2006).
- Bennington Heights Elementary School – Editor of student yearbook (2004 – 2007).
- Junior Achievement of Toronto & York Region – Instructor, Business Basics series (1997).
- Foundation for Canadians Facing Cancer – Board of Directors (1987 – 1992).
- Heart & Stroke Foundation (Black & White Polo Ball) – Executive committee (1989 – 1990).
- Pollution Probe Foundation – Fundraising committee; co-chaired annual fundraising dinner (1990).

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