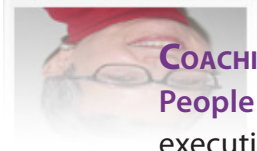


## GAIL WALKER, M.B.A.



Gail's career has included roles in marketing, product development and sales in large blue chip companies, privately held Canadian firms and small entrepreneurial enterprises. As a trainer, mentor and professor at the Schulich School of Business, Gail has helped many marketers and marketing teams build their craft and their careers.



### COACHING SUCCESS STORIES

**People development** – I coached a marketing director to transform her focus from hands-on execution to strategic leadership of the marketing function and stronger collaboration with peers in other functions. This new approach resulted in her promotion to vice president.

**Team development** – I converted a low morale marketing team with poor business results into a spirited team that thrived on overcoming business obstacles and driving brand profits.

**Skills Development** – I worked with a marketing department to transform their communication pieces from one-off projects to a cohesive execution of the brand strategy.

### Industry Experience

- Consumer Packaged Goods
- Consumer Durable Goods
- Retail
- Quick Service Restaurants

### Functional Experience

- Marketing
- Product Development
- Sales
- Board of Directors