

Mary Van Buren
B.Comm (Marketing), MBA

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PROFILE

An energetic, bilingual marketing executive who loves a challenge and will focus all my business, strategy, marketing, leadership and communications skills to deliver results. I am passionate about investing in people so they can perform at their best. A keen learner, I bring a broad perspective gained over 20 years in leading organizations in Toronto and Ottawa, in the private, public and not for profit sectors. I enjoy turning strategy into action, working collaboratively with clients and their teams to achieve their objectives.

EXPERIENCE

Marketing & Communications

- Led the development of three significant brand platforms including for Export Development Canada (EDC) - a major Canadian Crown Corporation- financial institution. This included working with agencies and using client insight to craft the brand positioning and support points, the name and logos, corporate ID, marketing materials and a comprehensive launch plan to engage clients, stakeholders and employees.
- Developed and implemented a targeted PR and government relations campaign to help establish a newly re-named and acquired software company. This involved partnerships with separate PR, government and media agencies to execute the strategy.
- As head of research for MD Physician Services Inc., a \$26B fund company for Canadian physicians, created a corporate-wide integrated research platform to develop a full picture of physician needs and spend research dollars more effectively.
- Award- winning marketing communications strategist across all media; print, tv, radio, social media and events.
- Developed one of the first predictive models with a colleague at American Express.
- Developed a media outreach, influencer and contributed article strategy, working with a leading international PR company, targeting traditional and social media.

Innovative Online Tools & Services

- Developed and launched two leading-edge online services; Canada's first health portal, *mydoctor.ca*, connecting physicians and patients and Canada's first social networking site for Canadian physicians, *Asklepios*.
- Drove continued growth and expansion of *cma.ca*, Canada's #1 physician portal with year over year increases in the number of users and the breadth of services used.

Strategic Planning & Board Management

- Qualified as a Partner, Director Officer; past member of an MD Physician Services Inc. subsidiary Board; passed the Canadian Securities course.
 - Built an integrated scorecard aligning the goals of four units across a 300+ employee client services organization to improve focus on outcomes and break down silos.
 - Reported quarterly to the Board on progress against the corporate scorecards at MD and EDC.
 - Ran strategic planning processes at EDC and MD, leading cross functional teams.
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Coaching & Learning

- Initiated a formal coaching program with my direct reports & cascaded this to their staff.
- Oversaw the Canadian Medical Association's online continuing education program.
- Taught two semesters of Retail Marketing at the University of Ottawa.
- Delivered or facilitated numerous workshops on marketing themes such as "Working with an agency", "How to write a creative brief", "How to evaluate creative", "Product management".

Leadership & Change Management

- Past President, American Marketing Association, Ottawa Chapter
- Led the successful transformation of a client services organization at MD Physician Services Inc. to bring together like services.
- Initiated and led several partner reviews, for Petro-Canada, Export Development Canada and MD, including conducting agency of record, PR firm and research partner searches to improve overall quality and effectiveness of the communications.

EMPLOYMENT

2010-current

Excelerate Consulting. Focus is on helping not-for profit and public sector clients with their strategic and annual planning processes, marketing communications and online strategies using best practices.

- Principal. Also an Associate with the Centre of Excellence for Public Sector Marketing.

MD Physician Services Inc. - a wholly owned subsidiary of the Canadian Medical Association. It provides 90,000 CMA member physicians with a suite of financial and practice services with assets under management of \$26B.

- Vice President, Client Services (2009-2010). Reporting to the CEO, led a team of 300 staff to deliver on an integrated member experience with responsibility for the online & phone channels, financial back office operations, web and electronic medical record (EMR) development and customer support for EMR installations, technical support and problem resolution. The team was located in Quebec, Montreal, Cambridge, Ottawa and Calgary.
- President, Practice Solutions Web Services (2006-2009). Advanced the practice of medicine online offering an innovative suite of web-based services and tools to help physicians with their practice and clinical needs. Responsible for the company's P&L.
- Assistant Vice President Marketing, Physician Services Group (2004-2006). Established and grew this new brand and businesses including banking services.
- Director, Communications (2002-2004). Led a full-service in house communications team including writers and designers as well as the research team to develop and implement compelling communications and marketing campaigns.

1997-2002

Export Development Canada. A highly regarded crown corporation, EDC's mandate is to foster a strong economic base by helping Canadian exporters be successful in markets around the world.

- Director, Corporate Planning (2000-2002). Led a cross-functional team including business, HR and finance members to prepare, monitor and report on the corporate strategic plan.
- Project Manager Marketing (1997-2000). Drove business growth with responsibility for all national advertising, direct mail, e-marketing, brand and sponsorship initiatives.

1995-1997

Ottawa Tourism. A not-for-profit, member-based association, Ottawa Tourism's mandate is to promote economic growth by attracting visitors to the National Capital Region.

- Marketing Manager. Responsible for all of the marketing programs including publications, sponsorships, web site, product development and customer support.

1994-1995

Petro Canada, Toronto. Canada's national oil and retail gas company.

- Personal Card Manager. Managed the growth of the retail credit card through national marketing programs at Petro-Canada retailers.

1988-1994

American Express Canada, Markham. One of the top financial, travel & entertainment multi-national companies in the world. Held positions of increasing responsibility including Travellers Cheques marketing, advertising, acquisition for Green, Gold and Platinum Cards, Membership Rewards communications.

EDUCATION

1986-1988 McGill University. M.B.A., International Business

1982-1986 University of Ottawa. B.Comm, Marketing

LANGUAGES English, French and some German

PROFESSIONAL AND PERSONAL AFFILIATIONS

2010 Member OCRI Health IT Committee

2009 Partners, Directors and Senior Officers Qualifying Examination

2005 to present Communications Chair(current), Alpine Ontario, National Capital Division
Level II Official, Alpine Canada

Course crew for Vancouver Winter Olympics, women's alpine events

2003 Canadian Securities Course

2000 President, Ottawa Chapter, American Marketing Association

AWARDS

2004 RGD Design at Work: one of 40 campaigns selected from 150 submissions

2001 IABC Certificate of Merit, Internal Communications

2000 Canadian Marketing Association, Gold RSVP Award, tv; Creative Finalist, New York Festivals, tv; IABC Certificate of Merit, print

1997 IABC Excel Award, Marketing Campaign; Top 10 Websites, Ottawa Region