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## SUMMARY

A Certified Master Hypnotherapist and Certified Life Coach with science and business degrees and a functionally diverse employment history. Strategic, results-focused, and highly intuitive. From systems-thinking and culture change experience to neuroscience and emotional release skills, Sue specializes in uncovering one's personal and professional blind spots and resolving their issues at the emotional root cause. As a Certified Hypnotherapist, Coach, and Trainer, Sue is a natural personal catalyst for people, developing self-awareness and new cognitive strategies that lead to rapid and sustainable improvements in emotional and mental wellness.

## DEGREES

- 1990 – 1993    Masters of Business Administration  
York University, Toronto, ON
- 1985 – 1989    B.Sc. Specialized Honours Applied Chemistry, Minor in Business Administration  
University of Guelph, Guelph, ON

## DESIGNATIONS

- 2012            Certified Trainer of Hypnotherapy, NLP, NLP Coaching, and TimeLine Therapy  
Creatrix Transformational Solutions, Aurora, ON and The American Board of Hypnotherapy-NLP
- 2011            Certified Master Practitioner of Hypnotherapy, NLP, NLP Coaching, and TimeLine Therapy  
Creatrix Transformational Solutions, Aurora, ON and The American Board of Hypnotherapy-NLP
- 2009            Certified Cultural Transformation Tools (CTT) Consultant  
The Barrett Values Centre, Asheville, NC
- 2007 – 2008    Organizational and Relationship Systems Coaching (ORSC) Certificate  
The Center for Right Relationship, Vallejo, CA
- 2006            Authorized Team Diagnostic Consultant  
Team Coaching International, Sausalito, CA
- 2002 – 2004    Certified Professional Co-Active Coach (CPCC)  
The Coaches Training Institute, San Rafael, CA, an ICF Accredited Training School

## EXPERIENCE

<b>Wildfire Wisdom and Leadership Unleashed</b>
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<b>Oct 2011 - Present</b>
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**Owner, Hypnotherapist and Coach**, Wildfire Wisdom, Newmarket/Minden Hills, ON

- Providing hypnotherapy, leadership coaching, and consulting for leaders to remove limiting behaviour patterns from the past and eliminate overwhelm, burnout, trauma and other stress-related issues.
- Assembled a multi-functional team of business service providers to meet the needs of fast-growing small medium enterprises in a unique team business review working session format.
- Refined the proprietary coaching and hypnotherapy blended service, to successfully resolve life- and work-impeding issues such as anxiety attacks, traumatic work dynamics, burnout and depression.

**Integra Leadership Inc.****Aug 2006 – Sep 2011****Partner and Leadership Coach**, Integra Leadership, Thornhill, ON

- Co-leading a national organizational development firm specializing in helping leaders, teams and organizational cultures achieve sustained high performance through values alignment and collaboration.
- Coaching teams and leaders toward greater communication, collaboration and commitment in order to create more meaningful satisfaction in their work.
- North American Regional Partner for InnerCALL Global leadership coaching, Boston, MA

**Leaders Excelling****May 2002 – Jul 2006****Owner and Leadership Coach**, Leaders Excelling, Holland Landing, ON

- Coached private and corporate clients toward consistent high performance, while designing their work and lives to create meaningful success.
- Canadian Regional Partner for InnerCALL Global leadership coaching, Boston, MA

**Unilever Canada Inc.****Feb 1990 – Dec 2003****Business Development Manager**, Unilever Canada, Markham, ON

1999 – 2003

- Initiated and managed the set-up and development of systems and procedures for the customer's new market entry to Canada, SAM'S CLUB.
- Established strong relationships with SAM'S CLUB, while securing over 45 new listings and negotiating pricing across the Homecare, Personal Care, Food, and Foodservice divisions
- Defined customer development strategies and account plans for the entire food portfolio of a high profile, emerging \$8M account, Wal-Mart (food division)
- Achieved organic annual growth rates on the Wal-Mart account of +34%, +59%, and +89%, quadrupling the portfolio, in three years

**Brand Manager**, Lipton, Toronto, ON

1997 – 1998

- Managed the P&L to achieve corporate financial brand objectives for a \$23M brand, Ragu
- Developed and executed marketing strategies and plans, including all elements of the marketing mix, optimizing the use of \$3.3M in support funding
- Achieved an annual 250% improvement in profit on Ragu

**Senior Auditor**, Unilever Canada, Toronto, ON

1994 – 1997

- Coordinated and supervised the audit team by facilitating team meetings, providing one-on-one discussion and feedback, and monitoring the status and progress towards the audit goals
- Performed audit fieldwork by interviewing management, assessing the internal control systems, developing recommendations to address weaknesses, and obtaining agreement on the solutions with senior management
- Effectively assimilated a solid understanding of control systems, day to day operations, and best practices from over 22 Unilever companies worldwide

**Senior Development Chemist**, Chesebrough-Pond's, Markham, ON

1990 – 1994

- Managed the product development of four brands with annual sales totalling \$40M
- Supported Marketing by developing new formulations and assisting in consumer research
- Initiated and implemented annual cost savings of \$135M in raw materials and formulation development

## COMMUNITY

Board Member, Board of Directors <b>Newmarket Chamber of Commerce</b> Newmarket, ON	Dec 2016 – Nov 2018
Club Executive Director <b>Northern Lights Advanced Toastmasters</b> Aurora, ON	July 2016 – June 2018
Chair, Advisory Committee <b>East Gwillimbury Farmers' Market</b> Holland Landing, ON	Nov 2011 – Oct 2014
Auxiliary Officer, Badge #9305 <b>York Regional Police</b> Newmarket, ON	May 2008 – April 2012
Founder & Chair, Steering Group <b>Transition Town York Region</b> Newmarket, ON	Jan 2010 – Aug 2011
Sponsorship Director <b>East Gwillimbury Soccer Club</b> Holland Landing, ON	Oct 2006 – Nov 2008

## EXTRA-CURRICULAR

Haliburton Highlands Chamber of Commerce Member, since 2019  
Northern Lights Toastmasters Member, 2016-2018  
Bird Language Leaders Nature Awareness, since 2015  
Green Connections Network Member, 2010-2014  
Trained Drum Circle Facilitator, since 2011  
Ancestral Wilderness Skills, since 2010  
Georgina Drum Circle Performance Group Member, since 2007  
Trail Running, since 2007