

HEATHER E. SINCLAIR

38 Wroxeter Avenue, Toronto, ON M4K 1J6 (m) 647 292 5351

heather@co-evolutioninc.com

PCC / CPCC - ICF CERTIFIED COACH / SENIOR EXECUTIVE/ CONSULTANT

Senior executive with strong experience in for-profit, not-for-profit, start-up and social enterprise across tech, culture, sports and media.

My focus is to help optimize the performance of individuals, teams, boards through coaching, facilitation and leading conscious culture change, systems improvements, leadership development including EDI conversations and training.

My unique skills are described as a blend of strategic, visionary and lateral thinker with the ability to galvanize seemingly disconnected people and functions toward a common vision and shared business goals. With a bench strength across a broad range of operations, sales & marketing, combined with diverse industry experience and progressive leadership roles, I thrive in building-bridges to drive exceptional results, and a calm, grounded leader in crisis situations.

CO-EVOLUTION INC

<http://www.co-evolutioninc.com/>

2014 - Present

Owner

- Business coaching and consulting.
- Individual private leadership coaching, 360 Assessments and development plans, team coaching. ICF Certified 2019. PCC 2021.
- Currently engaged in eighteen-month process with Swim Ontario to assess province wide culture, and to collectively evolve the culture engaging staff, Board and six regions with 170 clubs total.
- Designed and facilitated two (2) day strategic planning process for Grand Theatre Executive and senior staff which led to break-through communications about the key stressors of prior year, enabled respectful expression and open dialogue informing strategic planning.
- Provided three (3) month crisis leadership coaching support to Grand Theatre sales, marketing and communications department resulting in staff and stakeholder stabilization, staff development, key insights to inform future hiring and ensured successful execution of all program delivery.

CREATIVE ENTERPRISE INITIATIVE

2011 - 2014

CEO

- Inaugural CEO for innovative social enterprise.
- Established all business operations.
- Drove incremental revenue and further developed key stakeholder relations within private, public, and creative communities within the Region of Waterloo.
- Led design, launch and oversight of staff and programs to drive local creative economy including:
 - Delivered 1375 hours of mentoring services
 - Opened 5000 sq. feet low rent studio space
 - Made available access to affordable health care benefits
 - Improved operations and audience growth for 41 local festivals, events and creative businesses
 - Mapped 4200+ creative sector organizations, people, venues & events
 - Helped affect \$6M net new investment into local creative sector for small to mid-size entities

Personal sabbatical to care for family.

2009 - 2011

TORONTO INTERNATIONAL FILM FESTIVAL GROUP/BELL LIGHTBOX

2004 – 2009

Vice-President, Sales & Brand, Member of Leadership Team

- Re-brand of entire organization and programming to a Master Brand as it exists today involving sensitive and extensive internal stakeholder relations to achieve collaboration and buy-in.
- Co-led negotiations and closed deal for highest revenue of a building naming partnership in Canadian history. Client relationships developed and maintained over previous twenty years were instrumental to accomplishing this. Partnership parameters took two years to define and one year to negotiate to a signed final contract in midst of departure and replacement of Bell CEO and CMO.
- With a department of 23 full-time, 200 seasonal staff and 2500 volunteers, drove strategies and operations specific to audience development and content management including brand, interactive, marketing & advertising, box office, customer relations, merchandise, all consumer revenues, tourism and publications which resulted in:
 - \$50M+ contribution to \$196M capital campaign.
 - 5% +growth annually 2004-2009 total admissions and new attendees
 - 20%+ sponsorship revenues annually 2004-2006
 - 20%+ box office revenues annually from 2004-2009

INTRAWEST – Whistler Blackcomb

2003 - 2004

Consultant

Pioneered the inaugural plan for 2010 Olympics which served as foundation moving forward.

ALLIANCE ATLANTIS BROADCASTING INC.

1999 – 2003

Vice-President, Affiliate Sales & Marketing, Broadcast Distribution

- Provided leadership and re-built a vacant department.
- Pioneered internal processes & tracking mechanisms for finance & legal departments, and creation of corporate policies & guidelines for compliance with CRTC broadcast regulations.
- Negotiated first ever partnership between film and tv divisions since the merger between Alliance and Atlantis companies, which launched the LORD OF THE RINGS film distribution in Canada. Key to deal was bridging communications.
- Negotiated TV, satellite & cable distribution deals for 17 networks.
- Delivered annual distribution revenues of \$90M+.

PRIOR TO 1999**EXTEND MEDIA INC.**

North America's leading interactive (iTV) production & development company. Bought by Cisco.

General Manager, Studios Group

- Within several months of hiring was promoted from Director, Digital Sponsorships to GM, Studios to re-position business consulting practices with U.S. client base including technology partners (Liberate, Microsoft), programmers, networks and cable companies (Cablevision, A&E, Time Warner, Turner, Showtime, Scripps ++). Responsible to drive product development and sales & marketing strategies.
- Led development of iTV programming and commercials for CAA, Microsoft head office in Redmond
- Unique skill set of visionary, lateral thinking combined with breadth of operational understanding enabled breaking down communication barriers between siloed departments to unite behind common goals.

ART GALLERY OF ONTARIO**Head, New Properties ('Business Development')**

- Pioneered initial review of the gallery's intellectual properties with intent to secure content distribution partnerships and new revenue streams. Launched member ID card linked to ticketing.

THE TORONTO RAPTORS BASKETBALL FRANCHISE

Director, Sponsorships

- Part of original staff hired to lead start-up operations including strategic planning and execution for: new product creation and programming, pricing, revenue, marketing, key strategic alliances for broadcast media partners and corporate partners.
- Secured \$15M base with growth to \$25M+ annually in deals at 15 years+.

WORLD CHAMPIONSHIPS OF BASKETBALL

Director, Sponsorships as part of strategy to secure rights to new NBA franchise for Toronto.

CHRIS LANG & ASSOCIATES (Now LANG PARTNERSHIPS)

Associate

- Sport marketing sponsorship consultant driving strategic planning & execution of integrated sales & marketing program for clients.
- Co-authored 'TOOC '96 Road to the Olympics' and CIBC Global Sponsorship Strategy.

EDUCATION & CERTIFICATIONS

PROCTOR GALLAGHER INSTITUTE	Thinking Into Results Mindset Program	2020
ROTMAN School of Management	Initiative for Women in Business	2020
INTERNATIONAL COACH FEDERATION (ICF)	ACC Certification	2019
BARRETT VALUES CENTRE	Culture Transformation Practitioner Certification	2018
CO-ACTIVE TRAINING INSTITUTE (CTI)	Leadership Program Certification (10 months), San Francisco, CA Coach Certification CPCC (12 months) Neuroscience Training with Ann Betz	2017 - 2019
THE LEADERSHIP CIRCLE	360 Assessment Practitioner Certification	2017
CENTRE FOR RIGHT RELATIONSHIPS GLOBAL (CRR Global): ORGANIZATIONAL RELATIONSHIP SYSTEMS COACHING (ORSC)	Change Management – Leapers, Bridge Builders & Traditional Holders, Toronto, ON ORSC@Work Fundamentals, London, UK	2017
CAPACITY CANADA	Board Governance Program Certification, Waterloo, ON	2011
Queen's University , Kingston, ON	HBA Political Science and Government	

VOLUNTEER ACTIVITIES

SWIM ONTARIO	- CEO Advisory Panel on EDI & Member Engagement Strategy	Present
CTI COACHES Community Committee	Toronto, ON (One-year term limit)	2019
ACCELERATOR CENTRE	(Tech start-up incubator) Director and Board Member	2011 – 2016