



## Vancouver

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## Val Swannell, CMC

Ms. Swannell is Vice President of Creekstone Consulting Inc., a Management Consulting company where she supports technology companies, wireless companies, telecommunication companies and First Nations communities in the areas of project leadership, feasibility studies, strategic planning, fundraising, market assessments, economic development, corporate development, business development and sales and marketing development. Val has over twenty years Executive and Senior Management experience in the Advanced Technology and Wireless sectors with such companies as IBM, Mobile Data International Inc., Motorola Wireless, and Westel Telecommunications. She has solid credentials in corporate development, sales management, strategic alliance and joint venture formation, operations and business development activities. Ms. Swannell has successfully managed at an executive level, and brings intense commitment to accelerating a client's strategic goals, profitability and growth.

Ms. Swannell's business experience includes effective project leadership and motivation of diverse cross-functional teams from 4 to 200 people including Sales, Product Development, Engineering, Operations, Customer Service, Business Development, Systems Engineering and Marketing. She brings experience in high level negotiations at the Senior Executive level across a broad range of private & public corporations throughout North America and Europe up to \$30 million US annual contract size. She has held several Director level positions at Motorola Wireless with responsibility for Project Leadership, Business Operations and Sales & Market Development in North America, Europe and the Middle East. She has held several Sales and Sales Management positions in vertical markets and Fortune 500 accounts in North America with Mobile Data International Inc. and IBM. During her career she has undertaken many projects to expand business lines, develop new product lines, develop direct and indirect distribution expansions, develop and implement business plans, corporate strategic & long range plans, technology plans and worldwide sales compensation plans and training.

Ms. Swannell's consulting engagements have assisted both for-profit and non-profit clients with strategic alliances, project leadership, complex negotiations, economic analysis, feasibility studies, fundraising, organizational evaluations, business line, product line, and direct and indirect distribution expansions, developing and implementing business plans, technology plans, market analysis and sales & marketing planning. She has acted as Vice President for three client companies to assist with the implementation activities in sales, marketing & business development.

Some of her past clients have been the Interior Science Innovation Council, Cariboo Regional District, Northwestel, Stó:lō Community Futures, eXI Wireless, ModiViz Business System Modeling Solutions Inc., Novus Communications, Securinet Storage Solutions Inc., WaveTeq Communications Inc., Westel Telecommunications Ltd., Batchewana First Nations, Garden River First Nations and Heiltsuk First Nations, along with numerous other clients in the software, hardware and wireless sectors.

Ms. Swannell has served on the Board for two non-profit technology associations in BC - Wireless Innovation Network of BC (WINBC) and Wavefront. She also holds a Certified Management Consulting (CMC) designation from the Institute of Management Consulting. The CMC designation is the highest professional standard in management consulting and is the profession's only international certification mark, recognized in 45 countries.

## Areas of Expertise

- Project Leadership
- Feasibility Studies
- Market Assessments
- Business Planning
- Evaluations
- Business Operations Reviews
- Fundraising
- Joint Venture Creation
- Strategic Alliances
- Business Development
- Sales & Marketing
- Mergers & Acquisitions
- Product Development
- Strategic Planning

## Education

Bachelor of Science Degree (Agr.) from the University of British Columbia

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