



**ClearThink™ Group**, a successful, award winning and independent management consultancy in Canada since 1992. Our experience, grit and know-how includes a wide scope of disciplines, industries and organizations ranging from small business start-ups to corporate, non-profit and government organizations.

*Let us help you with your business challenges and opportunities*

**We Provide a Dynamic Selection of Valuable Business Services:**

- Market Research
- Opportunity Assessments
- Sales and Marketing Strategies
- Business Planning and Coaching
- Market Evaluation, Development and Deployment Support
- New Venture Feasibility Analysis
- Customer Identification Studies
- Matchmaking and Trade Missions

**Managing Partners:**



Keleigh Cormier, FCMC, CAC, enthusiastically consulting to industry for over 25 years, she has the experience and capability to visualize the desired outcomes of client projects and facilitates an actionable plan to get there. Keleigh's critical thinking skills and style provide entrepreneurs with a clear and practical path to achieving their goals.

LinkedIn Profile: <https://ca.linkedin.com/in/keleighcmc>

Pierre Cormier, CMC, CAC, a seasoned professional advising leaders in achieving solid business growth for over 19 years. His entrepreneurial zest provides a high level of energy and devotion to all client projects. As a professional consultant and coach, Pierre has mentored hundreds of entrepreneurs in reaching optimal potential and performance.

LinkedIn Profile: <https://ca.linkedin.com/in/pierrecmc>

ClearThink™ Group abides by CMC-Canada's Uniform Code of Professional Conduct with intelligent, ethical and reliable management consulting skills and services. Our perspective has steadfastly remained as objective observers, trusted advisors and when required, hands on implementers.

*Recipients of Constantinus **International ICMCI-Global Consulting Silver Award 2018, Milan, Italy***

*and*

*CMC-Canada Project of the Year 2018, winners for creation and implementation of the "**Back to Business Coaching Program**"*

[www.clearthinkinc.com](http://www.clearthinkinc.com)

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## Professional Resume

**KELEIGH CORMIER FCMC, CAC**

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Keleigh Cormier, founder and president of ClearThink™ Group

*The information below outlines her areas of expertise, current memberships, awards, committees, volunteer interests and highlights her related work experience.*

### **Areas of Expertise:**

- Business Strategies and Planning
- Market Research and Evaluation
- Feasibility Studies
- New Product / Market Development
- General Business Consulting and Coaching

### **Memberships, Awards, Committees and Volunteer Interests:**

- FCMC Committee, CMC-Alberta, since January 2020
- Fellow Certified Management Consultant (FCMC), awarded May 2019
- Certified Management Consultant (CMC), since 1993
- Certified Agricultural Consultant (CAC), since 2015
- CMC-Canada (Canadian Association of Management Consultants) & Institute of Certified Management Consultants of Alberta (ICMCA), member in good standing since 1990
- Oral Assessor of candidates for CMC Designation for CMC-Canada, since 2010
- Mentor for University of Alberta Business Alumni Association Alumni Mentorship Program, since 2016 (2 mentees to-date, ongoing)
- Fort McMurray “Back to Business Coaching Program”, Wood Buffalo Economic Development, CMC matchmaker
- Past-Chair of CMC-Canada, Edmonton Chapter
- Past board Member of ICMCA (Institute of Canadian Management Consultants of Alberta)
- Guest Advisor, The Business Link, since 1995
- TEC Source Advisory Panel Member, TEC Edmonton, since 2010
- ATB Financial Mentorship Program, mentor, since 2018 (1 mentee to-date)



- *Recipients of Constantinus International ICMCI-Global Consulting Silver Award 2018, Milan, Italy for development of the “Back to Business Coaching Program” we developed as a result of the Wildfires in Fort McMurray in 2016*
- *Canadian CMC Project of the Year 2018 winners for the Back to Business Coaching Program*

## **Work Experience by Industry Sector– A Representative Listing:**

### **Tourism, Recreation and Hospitality**

- Research and Development of a Strategy and Action Plan for Agritourism Development, Community Futures Wild Rose. 2018 - 2020.
- Development and Implementation of the Visitor Friendly Business Program (VFBP) – pilot, for Alberta Culture and Tourism. Delivered in 4 communities to over 30 tourism focused businesses, 2017-2018.
- Development and Implementation of the Alberta Open Farm Days Coaching program and “road map” for farms interested in agritourism for Alberta Economic Development Trade & Tourism, annually since developing the pilot in 2015, to over 40 farms, 2015 – 2019.
- Tourism Opportunity Identification & Assessment for Cold Lake First Nations (CLFN), 2018-2019.
- Conducted the Visitor Friendly Community Assessment for Lacombe, Blackfalds and Lacombe County.
- Conducted a Business Opportunity Identification & Assessment of Lands for the Fort McMurray #468 First Nations.
- Conducted a study for Alexis Nakota Sioux Nations for Business Opportunities Identification & Assessment of Lands near Whitecourt and Glenevis, Alberta. Eagle River Tourism RV Park (107 sites) was constructed based on this study.
- Conducted a study with Alberta Tourism Parks and Recreation for Grande Alberta Economic Region to identify and analyze business opportunities in the region.
- Conducted a study for Alberta Tourism Parks and Recreation identifying and analysing the potential of for-profit water-based tourism development opportunities in Alberta.
- Designed, created content and printed Guidebooks for three tourism business guides for Alberta Tourism Parks and Recreation: ‘Tourism Development Guide’, ‘Business Planning Guide’ and ‘Funding Sources Guide’.
- Business Plan for Edmonton Regional Tourism Group (ERTG), Edmonton, AB.
- Feasibility of a commercial and accommodation complex development in Sylvan Lake.
- Developed a Monitoring and Evaluation Approach of Advertising and Promotional Activities for Alberta Tourism.
- Participated in the Canadian National Aboriginal Tourism Association (CNATA) Strategic Plan.
- Olds College EduFarm Feasibility Study.
- Strategic Plan for Tourism Product Development in Northern Alberta.
- Operations review for the Native Heritage Cultural Centre, Duncan, British Columbia.
- Edmonton Space and Science Centre Marketing and Operations Strategic Plan.
- Medicine Hat Travel Generator Study.
- Community Tourism Action Plans (CTAP) for the M.D. of Bonnyville, Sangudo and I.D. of Hinton.
- Fort Edmonton Park Tourism Opportunity Analysis.
- The Bonnyville Wetlands Centre Feasibility Study.
- Edmonton Tourism Destination Area Study.
- Regional Tourism Generator Project, Red Deer.
- Customer Identification for the Mountain Park Lodges, Jasper.
- Conducting market and financial feasibility studies for existing, proposed and expansions for accommodation properties including: Macdonald Hotel, proposed Edmonton Convention Centre hotel, Mayfield Inn, proposed Fort Saskatchewan hotel, proposed St. Albert hotel, Convention Inn, Neighbourhood Inn, proposed motel and truck stop in Sedgewick, proposed hotel in Hobbema, Nisku



Truck Stop, proposed hotel in High Prairie, St. Paul, Edmonton International Airport, conversion of the Highway Motor Inn to Holiday Inn, Regency Hotel, proposed conference hotel in Yellowknife.

- Professional review and opinion of hotel feasibility studies for financial organizations.
- Advice to legal counsel on the valuation of hotel properties for court proceedings, receiverships and settlements.
- Participated in submitting reports to financial institutions for grants and loans on behalf of clients.
- Tomahawk Resort Destination Study, near Edmonton.
- Mike Wiegele Heli-Ski Resort Feasibility of Summer Operations, Blue River, B.C.
- Hinton-Jasper Corridor Resort Development.
- David Thompson Resort Development.
- Questionnaire design, distribution, collection and analysis of members for the Alberta Restaurant and Foodservice Association (ARFA).
- Meals on Wheels Operations/Financial Review, Edmonton.
- Consulting Advice for Food and Beverage Opportunities at the Hilliard Hotel at the Ukrainian Cultural Heritage Village.
- Estimate of Value Studies for various hotel properties.

### **Agri-Business**

- Business Facilitation, Team Alberta (Alberta Wheat, Barley, Canola, Pulses).
- Communications and Engagement Strategy, Poultry Research Centre (PRC), Alberta.
- Opportunity Identification and Assessment, Egg Processing Innovations Cooperative (EPIC), Lethbridge, AB.
- Developed & Managed the Pilot Agricultural Tourism Coaching Program project for Alberta Culture and Tourism, Edmonton, AB.
- Marketing Plan and Social Media Strategy for Mut Hut Pet Emporium Inc., Canmore AB.
- Feasibility Study for premium frozen breads production, Confectionary Arts Inc., Calgary, AB.
- Communications Plan including social media planning & strategy for Bison Producers of Alberta (Facebook and Twitter).
- Research and development of a Producer Guide for Finishing Organic Beef: Organic Alberta. <http://organicalberta.org/resources-for-producers/beef>.
- Market potential for a quick-cooking hullless barley product. <http://www.progressivefoods.ca/>.
- Packaging/Logo development for The Little Potato Company. <http://www.littlepotatoes.com/>
- Marketing strategy and product development for Capital Packers Inc. <http://capitalpackers.ca/>.
- Business Plans for the Canadian Llama and Alpaca Association (CLAA), and Alpaca Canada.
- Focus Group Facilitation and Analysis: Needs Assessment for Bison and Cervid Financial Risk Management Tool, Alberta Agriculture and Food, Camrose, AB.
- Industry Development Strategy for the Bison Producers of Alberta (2012-14), Edmonton, AB.
- Strategic Business Plan for the Bison Producers of Alberta (2011-13), Edmonton, AB.
- Business Plan and Marketing Strategy (2008-10) for the Bison Producers of Alberta, Edmonton, AB.
- Marketing Plan for the Alberta Reindeer Association.
- Professional Review of the Dine Alberta Promotional Program, Alberta Agriculture, Food and Rural Development, Government of Alberta, Edmonton, AB.
- Market Assessment and Market Strategies of Pet Food and Nutraceutical Industries for Alberta Agriculture.
- Strategic Planning Facilitation for the Farm Implement Act Board.
- Consulted with a honey producer in the Peace River area about product branding. through NRC IRAP/CMC Canada.



### Technology and Innovation

- Business assistance and advisory services to innovation-based companies to commercialize products including: business strategies, target market identification and prioritization, customer identification, marketing planning, marketing strategies, implementation strategies, opportunity document advice for investors, competitive intelligence, and feasibility assessments.
- Advisor to the National Research Council and the NRC-IRAP/CMC-Canada, Management Assistance (MAS) program. The program helps company management define issues, set priorities and establish action plans. Since 2000, consulted with over **150 companies** to coach, evaluate and improve their businesses. A representative listing of companies include: Pulmonox Medical Inc., Collaborative Learning Network, Orthopedic Innovations Ltd., Corestat, Sortech Systems, Shirwin Inc., EthoPower, Holland Industries, Optimum Instruments, Harding Instruments, KC Environmental, Drader Injectiweld, Westmark, John Davio Welding Inc., Pinhead Components, International Polymer Canada, iStickies, Apex Machine & Manufacturing, Pasta Time, HY Expectations, Cadillac Coatings Inc., TerraNotes, Northern Waters Bait Co., CD Media Studio Inc., Alberta Beef Producers, Metegrity, Retractable-Sport, Wolfe Honey, JAJB Innovations, Great Big Solutions, Onware, Consolidated Monitoring, iHear Unicare, Country Road Greenhouses Inc., SorbitAll, Chinook Multimedia Inc., Distinct Portfolios, Little Potato Company, Paramagnus, Harmonies Quest, Progressive Foods Ltd., Impreglon Coatings, Rejuvenation Health Services, SonicChanges, Teletics, Inc., NetSecure, ParkingSpacesforRent.com, Fuyumei Corp., Absorbent Products, Confectionary Arts, Geo-Jet Information Solutions Inc., Hood Group, OneFileEverywhere Ltd., Firenest Innovations Inc., Landworks Developments, Qtility, Software, *Fuyumei Corp.*, Selenium Creative, Mr. Speedometer, Precision Contracting, Plains Fabrication & Supply, Chinook Environmental Technologies, Pedini Calgary, Protek Industries, 4G Vision Tech, Ceres Solutions, Brrring, Aurora Wireless Networks, Canadian Load Dividing Dollies Inc., ExpanDwell Homes Inc. (BC), Brew Ninja (SK), Green Island Farming Co. Inc.
- Coaching and advising an inventor / entrepreneur to commercialize an innovation in the oil and gas sector. From identifying a financial partner to assisting with business planning and presenting concepts to large corporations in the oil in gas sector. Brought the concept from bench pilot to field test. Taurus Projects Inc., Belton Energy Services Ltd.

### Retail

- Creator and former co-owner of Call the Kettle Black, kitchen specialty retail stores.
- Market Assessments for Horne and Pitfield – Garden Market IGA: including St. Albert and Lansdowne.
- Customer Identification Studies for various strip malls, including: High Street and Merchants Row.
- Focus Groups for IGA.
- Lac La Biche Native Arts and Crafts Marketing and Organization Structure Feasibility Study.
- Adjudicator for Uniquely Alberta, getting producers ready to market their products at the Alberta Gift Show.

### Education/Training and Non-Profit

- Redevelop a series of guides for starting a small business for The Business Link.
- Marketing Plan development for Oxford Learning Centre, St. Albert.
- Market Demand Study for creating an ERP (Enterprise Resource Planning) Specialist Program for the University of Alberta, Faculty of Extension and the University of Western Ontario, Western Centre for Continuing Studies.
- Marketing Plan Framework for Alberta Learning, Second Languages.
- Organizational Efficiency Review # 1, #2 and #3 for the Learning Resources Centre, Alberta Education.
- eBusiness Strategy and Support for Metro Community College, Edmonton.
- Business Plan Facilitation for a partnership initiative between Cerebral Palsy Association in Alberta and the Alberta Lung Association.
- Advertising and Retail critique and audit for Goodwill Industries of Alberta.



- Developed training program “The Power of Work” for Goodwill Industries of Alberta.

#### **Other Selected Projects**

- Judge for TEC Edmonton’s VenturePrize for three seasons.
- Competitive Intelligence Training survey and analysis for Trade Team Alberta.
- Conducted Executive Searches.
- Business Plans: Lasso Contracting Ltd., Western Drug Distribution Centre.
- Opportunities identification and assessment: Samson Economic Development.
- Developed a “Step by Step Guide to Expanding the Commercial Services Division” for Goodwill Industries of Alberta.
- Alberta Economic Development and Tourism, Small Business and Industry Division, consulting to proposed and existing small and medium size businesses (SME’s) including crafts and home based in all economic sectors.

#### **Presentations and Workshops**

- Alberta Association of Agricultural Societies, Annual General Meeting and Conference, presentations to members.
- Destination Rural Alberta, workshop.
- Growing Alberta Rural Tourism Conference, Camrose presentation on the Open Farm Days Coaching Program.
- Design and facilitate Competitive Intelligence Workshops for Associations (FISLA, CPIA).
- Marketing Instructor for the Accelerated Accounting Program at NAIT, DevStudios.
- Development and presentation of workshops: “The 5 W’s of Market Intelligence,” “How to Start a Small Business,” “Marketing Plans for Small Businesses,” “How to Prepare a Business Plan,” “How to Write a Proposal,” “Market Research,” “Marketing Tips.”

#### **Recent Courses**

- *Indigenous Canada by University of Alberta on Coursera. Certificate earned June 3, 2017.*

#### **CMC Designation**

The Certified Management Consultant (CMC) designation is the profession's only international certification mark, recognized in over 50 countries. It represents a commitment to the highest standards of consulting and adherence to the ethical cannons of the profession. The Certified Agricultural Consultant (CAC) designation represents experience, capability, and adherence to ethical and professional standards. CMC-Canada (the Canadian Association of Management Consultants) administers, and its provincial Institutes confer, the CMC and CAC designations in Canada. For more information, please visit [www.cmc-canada.ca](http://www.cmc-canada.ca).

#### **FCCM Designation**

Fellow - awarded for demonstration of respect and integrity, ethical and professional practice, innovation in the use of management consulting competencies, and significant accomplishments and contributions in service to the profession.

**Keleigh Cormier, FCCM, abides by the Uniform Code of Professional Conduct for the Canadian Association of Management Consultants, since 1993. The purpose of the code is to identify those professional obligations, which will serve to protect the public in general, and the client in particular. The Certified Management Consultant (CMC) and Fellow CMC (FCCM) designations are protected international certification marks. These designations are recognized in 50 countries around the world, including the Certified Management Consultants – Global Institute.**

