**Sherry L. West**

**Phone: (403) 891-8517 e-mail:** [**slwest25@gmail.com**](mailto:slwest25@gmail.com)

**CAREER PROFILE**

A dynamic and resourceful professional with extensive knowledge of the University of Calgary's policies and practices.  A strategic thinker with strong project management experience and a talent for juggling multiple priorities with conflicting deadlines.  A relationship builder and diplomatic communicator who acts as an effective liaison with management, administrators, internal and external stakeholders. A career spent honing excellent customer service skills.

**WORK EXPERIENCE**

**UNIVERSITY OF CALGARY 2001 to Present**

**Haskayne School of Business, University of Calgary – Events Coordinator Nov 2013 to present**

* Assist the convener in the strategic planning of events to ensure goals and objectives are met to align with the faculty strategic plan and the Eyes High plan
* Assist in the planning and execution of a variety of events for Alumni, Development, Faculty, Research Centres and students
* Manage logistical arrangements for venues, catering, AV, floor plans, day of on-site management of events

Contract Project Manager – Urban Alliance 2011 – 2012

* Revitalization of Urban Alliance
* Organized committee meetings
* Worked with IT on rebuilding website
* Facilitated information sessions on the revitalization of the Urban Alliance
* Administrative support to management committee members

Active Living Centre 2008 to Present

* Group Fitness Leader
* Cardio and Strength classes
* Specialties in Older Adult Fitness, portable equipment, choreography

University of Calgary, Research Services – Special Projects Coordinator 2001 to 2009

* Facilitate workshops to develop new research programs
* Manage events to celebrate research successes
* Develop and manage programs to enhance researchers’ success rate in grantsmanship
* Business Manager for the Urban Alliance, a strategic partnership between the University of Calgary and City of Calgary
* Develop communication tools to inform and market research expertise and opportunities
* Position abolished in Dec 2009 due to global recession

**Sherry West Enterprises Inc – Owner/Operator January 2011 to present**

* Engagement - Facilitator for strategic planning, team building, opportunity analysis workshops
* Event Planner – Meetings, workshops, consumer trade shows, grand openings, conferences, fundraising events and more
* Education - Trainer in customer service and soft skill development
* Entertainment – Singer for corporate events, private parties, weddings, funerals

**EDUCATION**

Certificate in Virtual Event Management – Event Leadership Institute

Certificate in Strategic Management, University of Calgary

Certificate in Emerging Leadership - University of Calgary

Certificate in Management and Leadership - Banff Centre for Management

The Seven Habits of Highly Effective People/The Eighth Habit – Franklin Covey through U of C

Business Administration Certificate - Keyano College, Fort McMurray

Computer Business Systems Diploma - Keyano College, Fort McMurray

*Winner of the Louise McKinney Scholarship for Excellence in Academic Achievement*

**SKILLS**

**Organizational Skills**

Used to facilitate the creation and ongoing enterprise of the Urban Alliance, a strategic Research Partnership between the City of Calgary and the University of Calgary. Managed administrative and operational activities, planned events, meetings, workshops and arranged travel. Facilitated development of research programs and assisted with the creation and execution of the communications plan. **Result:** The Urban Alliance is growing, in terms of human involvement, research revenues and number of projects. It is also an excellent reputation in international circles for Sustainable Development as an innovative and unique model to develop solutions to complex urban problems facing numerous growing cities around the world.

**Analytical Skills**

Used to identify problems and solutions, set priorities for completion of tasks, records keeping and accounting transactions, completion of financial statements, planning and scheduling of staffing levels and activities, budgeting for the purchase and management of equipment, facilities, and support services. **Results:** Identified weaknesses in accounting procedures and records keeping, resulting in the development of better operational timelines and report formats enabling timely production of financial reports and statements and more accurate records regarding volunteer and donor activities for the Keyano College Development Office.

**Leadership**

Skills were used at a workshop for the Arctic Institute of North America (University of Calgary) initiated NCE Letter of Intent. Successfully made all logistical arrangements for the workshop, held at the Kananaskis Field Station, coordinated the transportation of out-of-towners to and from Calgary, and kept the meeting sessions running on time to accomplish the objectives of the workshop. **Results:** A “first draft” of the Letter of Intent was written during the one-day workshop and then refined and submitted to NCE within the deadline timeframe.

**Communication**

Skills used for various Outreach activities in the Research Services Office including the development of the Accelerating Research Profile and Undergraduate Research Opportunity Portals, participation on the Research Outreach Program Steering Committee and development of the Communications Plan for the Urban Alliance, a strategic research partnership between the University of Calgary and the City of Calgary. Developed and delivered numerous verbal presentations to various groups across campus on the above activities as well as on programs offered through the Research Services Office. **Result:** Communications plans, tools and collateral are deemed to be user friendly and enhance the profile of the communications subject and gained a reputation as an excellent public speaker.

**Strategic Planning**

Skills used to develop the annual business plan and budget submission for the Research Services Department at the University of Calgary. Working with the department unit directors and staff members, worked on gathering annual report information, facilitated workshops and worked with technical writer to distil the information into a suitable format for submission to the University Executive. **Result:** 3 years running, Research Services received total amount of funding requested.

**Board Experience**

**Forte Musical Theatre Society** 2021 - Present

**Calgary Fringe Festival Society** 2007 - 2012

President, Board of Directors

**Front Row Centre Players Society** 2004 - 2006

Secretary, Board of Directors

**Fort McMurray Visitors Bureau** 1989 - 1995

Board member, Vice President, Chair of Marketing,

**Keyano College/Fort McMurray Regional Hospital** 1989

Chaired a joint committee to organize the “1989 Golf Ball” featuring the Glenn Miller Orchestra

Active performer and volunteer in community theatre, certified group fitness leader, alpine skiing, golf