



Cindy

Ross Pedersen

436 Wellington St. West
Toronto, ON Canada
(416) 524 3978
imcindyrp@hotmail.com

cindyvolunteers.wordpress.com
www.linkedin.com/cindyrp
cindyrp.wordpress.com

My story

I'm retiring my Web Goddess title for a new moniker: Strategic Volunteer. I've been working forever, entrepreneurial since 1985, sold my business in 2006 and after orchestrating a very successful merger and exit, I retired at 49. Rather than start another business, I am redirecting my skills, expertise, and contacts towards making a difference in the productive years I have left.

My interests

Travel, Music/Theatre,
Food/Wine, Yoga/Cycling,
Good conversations

Strategic volunteering

If you are a non-profit organization

I will take on or participate in strategic projects. These address big issues or opportunities and are critical to your success. I will bring all my corporate skills and connections to your organization and work with your teams and partners to deliver measurable results. Services are volunteered.

If you are a for-profit corporation or organization

I will help you strategically frame and operationalize your corporate social responsibility (CSR) projects or portfolio. The work covers developing or refining a strategic framework that aligns your CSR activities with your business mandate, finding and positioning partners and projects to activate your plans, and establishing metrics that measure and report on your impact. Service fees are redirected to charities.

Skills I bring to your organization

- Strategic thinking and building organizations
- Team building/organizational structures
- Project management
- Leveraging digital technology
- Communication both written and oral including public speaking skills

My volunteer experience

- **Chair, Advisory Committee for Major Gifts, Amnesty International Canada** (2014-current)
Assist Amnesty with establishing a committee focused on securing large donations. Establish processes for engaging the committee with the organization and its Board. Working with committee members to identify prospects and convert to donors.
- **President-elect/Director, University of Toronto Alumni Association** (2010-current)
Nomination Committee chair focused on building a pipeline of alumni volunteers for leadership positions at the University. On taking over this committee, I reworked the structure of the committee, recruited new members and established formal, transparent processes for lead management.
Community Engagement Committee chair focused on highlighting alumni contributions.
Lead initiative to provide strategic framework to guide association forward, currently working on underlying measurement platform.
Hart House Green Heritage Infrastructure project, committee member as UTAA representative on the overall committee and in the communications subcommittee. Project is a \$50M renewal of the 100 year old co-curricular facility that is Hart House.
Host for Dinner with 12 Strangers & Center for International Experience networking dinners with 300+ domestic and international students attending 9 events over the last 2.5 years.
Also operational consulting to various departments; informal mentoring for 30-50 students and alumni, assistance to faculty and motivational radio interviews and keynotes.
Recognized in 2012 with an Arbor Award. These awards were created by the University of Toronto in 1989 to recognize volunteers for outstanding personal service to the university.
- **Supporter of the Centre for Social Innovation** providing mentorship to member organizations, promoting the Centre and adding value to the social innovation movement and its social entrepreneurs.
- **Established a series of non profit focused salons** bringing together non profit staff, volunteers and consultants to explore: Effective boards, volunteerism and donor management. (2012/13)

Cindy Ross Pedersen

- **Formal mentorship of Top 20 under 20 winners** (2011/12) coaching in entrepreneurship and life skills. Additional strategic consulting to the sponsoring organization Youth in Motion.
- **Strategic Volunteering** for sports related non profits including marketing assistance for Cross Country Canada and Playing for Keeps, legacy initiative for 2015 Pan Am Games (2012)
- **Strategic Volunteer, Habitat for Humanity Toronto** (2010-2012)
Conduct marketing studies on how to effectively target boomers as crew leaders and ReStore volunteers. Resulted in operational assessment plus marketing materials including target profiles matching motivations and messaging.
Habitat Global Village team member for first volunteer team onsite building homes for the Métis Settlement in Cold Lake, Alberta
- **Strategic Volunteer, Toronto Community Foundation** (2010-current)
Assisting with brand enhancing initiatives. Provide new energy, enthusiasm and ideas for the internal team.
- **Entrepreneur in Residence, Laurier University, Waterloo ON** (2008-2009)
Business advisor to students. Helping them run or start businesses and assisting them with their entrepreneurial studies. Role includes guest lectures and competition judging.
Also managed 3 strategic projects:
 - Championed a team to produce a 4-day celebration of International Women's Day, cross faculty with Waterloo and Toronto locations
 - Online community strategy and RFP process for the Institute for Brand Performance
 - Laurier MBA BlackBerry pilot project - introducing mobile learning into higher education
- **Member of the Dean's Advisory Council**, Laurier School of Business & Economics (2004-2010)
- **Peel Literacy Guild** tutoring adult learners, co-chair development committee
- **Mentorship for all who ask on career development and entrepreneurship**

My corporate experience

- **Managing Director, Digital at Capital C** (2007-2008)
Managing the digital team of 45 people producing B2C sites for Fortune 1000 companies across industry sectors including automotive, banking, consumer packaged goods and entertainment. Focus on web sites, microsites, email campaigns, kiosks, leveraging social networks and the newest trends in Digital.
- **President of Adeo Communications Corporation** (1994-2006)
The firm I founded at the beginning of the internet revolution - an ebusiness firm helping corporate clients explore the new medium in B2C (consumer oriented web sites, microsites, email campaigns, kiosks and mobile wireless solutions) , B2B (extranets and business to business web based applications) and B2E (intranets). Adeo successfully merged with Capital C in late 2006.
- **Ross Pedersen & Associates** (1990-2010)
My first company. A management consulting firm focused on leveraging technology in business. Platform for research, publishing and public speaking
- Prior to 1990: Ashlin Computer Corporation, Royal Trust, Coopers & Lybrand