

SHAWN MITCHELL

Web: www.shawnmitchell.ca

Email: mitchell.mec@gmail.com

Twitter: [@paddle2c](https://twitter.com/paddle2c)

PROFILE

- Talented executive with more than 15 years experience working in the not-for-profit, public and private sectors
- Wide-ranging leadership and management expertise, with an emphasis on team building, relationship management, public engagement, governance and organizational development

EDUCATION

- Master of Public Administration (MPA)
Queen's University (2005)
- B.A. (Honours), Political Science and French (Gold Medal)
The University of Western Ontario (1994)
- Certificat en Français, Langue Seconde, Université Laval (1993)

BOARD EXPERIENCE

Mountain Equipment Co-op

2008 to present

Director
(Spring 2008 – present)

Chair, Governance Committee
(Spring 2010 to present)

WWF-Canada

2005-2008

- As a member of senior staff, I was responsible for briefing the board on any and all matters related to communications and human resources. This required my attendance at all meetings of the board, and to support annual planning work by the board.
- Sat as an ex officio member of the Human Resources Committee of the board

Huntington Society of Canada

1999 to 2003

- As a member of senior staff, I was responsible for briefing the board on any and all matters related to communications volunteer development. This required my attendance at all meetings of the board.

Friends of Nancy Island Historic Site and Wasaga Beach Park

1997-2002

Co-founder and Chair

PROFESSIONAL HISTORY

CharityVillage.com® Vancouver, BC

Director of Content and Communications
(April 2010 to present)

- Lead all programming associated with CharityVillage's editorial, eLearning, and community engagement work
- Recruit freelance writers and subject-matter experts to provide insight into issues, trends and events that impact Canada's nonprofit sector
- Collaborate with subject matter experts to develop curriculum for eLearning courses delivered on charityvillage.com on sector-specific topics as board governance, fundraising, volunteer management and sustainability

SHAWN MITCHELL

Web: www.shawnmitchell.ca

Email: mitchell.mec@gmail.com

Twitter: [@paddle2c](https://twitter.com/paddle2c)

**Edelman Vancouver
(Karyo-Edelman)**
Vancouver, BC

**Vice President, Corporate and Public Affairs
(November 2008 to November 2009)**

- Provided high-level communications and public engagement counsel to and project management expertise to a range of clients in the public, private and not-for-profit sectors.

WWF-Canada
Toronto, ON / Vancouver, BC

**Vice President, Communications and Human Resources
(March 2005 to September 2008)**

**Director, Communications
(October 2003 to March 2005)**

- Created (over time) a team of 15 communications professionals involved in all aspects of the organization's communications and public relations efforts, including Web.
- Led WWF-Canada's engagement on Earth Hour (March 29, 2008)
- Transformed the Education program to a wholly digital, online offering of curriculum-specific lesson plans for educators Grades 3 to 8
- Directed the development and implementation of a new compensation framework for the entire organization.

Huntington Society of Canada
Kitchener, ON

**Director of Communications and Volunteer Development
(2002 to September 2003)**

Director of Communications (June 1999 to 2002)

- Developed a national volunteer training strategy and supporting program (funded by Health Canada)
- Member of a Program Advisory Group (PAG) to the Coalition of National Voluntary Organizations (NVO)/Health Charities Council of Canada (HCCC) responsible for guiding the advocacy efforts of NVO/HCCC to government through sector research (2002 to 2003).
- Contributing member to the *In Synchrony* committee – a group of health charities lobbying the federal and provincial governments regarding improvements to social and health services interventions for persons with progressive disabilities (2003).

**Norpark Research Consultants
/ TCI Management
Consultants /
GGA Management
Consultants**
Toronto, ON

**Consultant
(1994 to 1999)**

As a junior on consulting teams, I was involved in (and sometimes led) more than 50 different consulting engagements with clients in the private, public and not-for-profit sectors. Areas of expertise included program evaluation, strategic planning, business planning, organizational and operational review.

VOLUNTEER

- **Vantage Point**, providing coaching and leadership development for senior leaders in the not-for-profit community of Lower Mainland BC (Spring 2010 to present)
- **Co-founder and Chair, Board of Directors**, the Friends of Nancy Island Historic Site and Wasaga Beach Park (1997 to 2002)
- **Candidate, Progressive Conservative Party of Canada, Riding of Simcoe Grey** (Federal Election, Spring 1997)