



POSSIBILITARIAN
CHANGE CATALYST
TEAM BUILDER
COACH & FACILITATOR
COLLABORATOR
STRATEGIC THINKER
CONTAGIOUS ENTHUSIASM

PROFESSIONAL EXPERIENCE

REGIONAL MANAGER

BMW Canada, Vancouver, BC

2014 – Present

- Build and maintain strong relationships with external clients and internal business units in order to develop and implement strategies to improve overall business performance.
- Assess training requirements; design and execute product and process knowledge seminars and workshops as required.
- Develop short term and long term strategies, monitor retailer performance, and conduct monthly accountability sessions with management teams.
- Conduct monthly national and regional webinars.
- Responsible for growing the territory by 21% in only 4 years, highest in history.

CLIENT RELATIONSHIP MANAGER /CREDIT ANALYST

Scotiabank, Commercial Banking, Victoria, BC

2009 – 2013

- Managed a diverse customer portfolio in various industries; work with existing clients to explore innovative ways to achieve their business goals; identify new business development opportunities.
- Specialize in relationship building, industry research, data collection, financial analysis, risk analysis and viability studies.
- Selected to attend the 2012 Annual Leadership Summit.

AREA MANAGER

Scotiabank, Western Dealer Finance Centre, Vancouver, BC

2005 - 2009

- Business Development Consultant for over 250 clients.
- Achieved Pinnacle Sales Club status for top sales and performance in 2008.
- Ranked #1 Area Sales Manager in Western Canada for Customer Service in 2008.
- Developed comprehensive marketing strategies and operational standards that were implemented throughout the Western Sales Team.

FINANCE & INSURANCE MANAGER

Carter Honda & Regency Toyota, Vancouver, BC

2003 – 2005

- Educated customers on financing options, and various insurance coverages.
- Ensured accurate preparation and review of all legal documents and title transfers.
- Facilitated numerous sales training seminars and customer information clinics.
- Recognized as one of the highest performing Business Offices for Sales and Customer Service in the province.

“Coreena is an extremely talented Relationship Manager. I would say she is one of the best in her business. She listens, assesses, and acts according to her customer's needs and requests every single time.”

J. Stacey – Former Colleague

“Coreena is a can-do person with a great attitude. She's outgoing, eager to learn and always ready to do what it takes to be successful.”

W. Sandbeck – Former Manager

“Coreena is a self motivated sales professional who did an exceptional job of building long lasting relationships with our client base. Coreena's attention to detail and caring attitude also make Coreena an exceptional team player. I would highly recommend Coreena to any sales oriented team.”

V. Kroeker – Former Manager

“I highly recommend Coreena to any company. She is well organized, dependable, timely, trustworthy, and always brings a positive attitude...”

Coreena works well in a team environment or independently. She would be a valuable addition to a progressive company!”

G. Hutchison – Former Colleague

BUSINESS DEVELOPMENT & CUSTOMER RELATIONS MANAGER

CMP-Classic Automotive Ltd (General Motors), Calgary, AB

2002 - 2003

- Played an integral role in the planning, development and launch of a national CRM database for General Motors.
- Training Manager for all computer software applications, sales and service databases and General Motors Professional Training Program.
- Created and implemented operational policies and procedures in order to improve Customer Satisfaction ratings, subsequently achieving the award for the highest performing dealership in customer service in the province, and in the dealerships history.

Philanthropic Projects

ORGANIZATIONAL DEVELOPMENT MANAGER

CUSO International – Youth Business Trust, Bridgetown, Barbados 2013 – 2014

- Performed an Organizational Assessment and GAP Analysis in order to identify the mutual benefits of a long term strategic alliance and ultimately increase the efficiency, reach and impact of programs across the Caribbean region.
- Launched a research study on youth entrepreneurship in the region.
- Developed benchmark standards in order to evaluate impact in the region.

ORGANIZATIONAL DEVELOPMENT MANAGER

CUSO International - Youth Opportunities Unlimited, Kingston, Jamaica 2010 – 2011

- Performed an Organizational Assessment and GAP Analysis in order to identify areas of opportunity and maximize effectiveness.
- Restructured the Board of Directors, created a Board of Directors Recruitment Package and Governance Guidelines.
- Facilitated the creation and implementation of a 3-year Strategic Plan.

Education

Bachelor of Management – International Marketing

University of Lethbridge

2002

Management Diploma – Organizational Behavior

Grant MacEwan University

1998

Extracurricular Activities & Certifications

- Certified Sea Kayak Instructor/Instructor Trainer – Paddle Canada
- Stand-up Paddle Board and Paddle Fit Instructor
- Landmark Education, Landmark Forum in Action
- Avid athlete and outdoor enthusiast including: golf, sailing, kayaking, skiing, stand-up paddle boarding, hiking, cycling, riding motorcycle, volunteering, backcountry camping and international travel