



Butler Business Solutions Ltd.

Charlene D. Butler

Cell: 780.237.0708

email:Charlene@butlerbusiness.ca, cbutler@butlerbusinessolutions.com

Professional Profile

- **Problem solving / consulting / research skills:**
 - Completing Social Return on Investment Evaluation for REACH Edmonton's WrapED Project and
 - Completed Social Return on Investment Evaluation for REACH Edmonton's 24/7 MAP Project
 - Facilitating the sustainability committee and developing the sustainability / business plan for WrapED
 - Completed a business plan for a Youth Training Centre (YTC) for the Homeless Commission
 - Facilitated a series of focused groups to enhance the Alberta School of Business University of Alberta's understanding of the future needs of the business community. The results assisted the Alberta School of Business to optimize its MBA programs to meet the needs of the business community
 - Developed and completed evaluative frameworks for REACH Edmonton's Community Cultural Groups, Aboriginal Leadership Circle and Schools as Community Hubs initiatives
 - Developed a transition decision matrix, metrics and evaluative framework for Edmonton's Neighbourhood Empowerment Teams - a joint Edmonton Police Service, Community Services, The Family Centre and The United Way Capital Region initiative. Completed an evaluation of 2009/2010 program year and presented the results to Edmonton Police Commission
 - Facilitated the development of an evaluative framework for REACH Edmonton
 - Developed an evaluative framework and completed the evaluation for the Youth in Transit Program for NCSA, Edmonton Police Service, Edmonton Transit and REACH Edmonton
 - Developed a business plan framework and implementation process for REACH Edmonton for the provisioning of 24 hour 7 day a week services for high needs and vulnerable populations. Plan was unanimous approved by City Council
 - Facilitated a fundraising campaign and developed an evaluative framework for the Downtown Business Association's Downtown Proud! Initiative. Completed the year one review and evaluation
 - Developed evaluative criteria for recommendations developed by Edmonton's Task Force on Community Safety (now known as REACH Edmonton Council for Safe Communities)
 - Completed a process and deployment model study for Alberta Sheriff's Court Security and Prisoner Transportation services
 - Assisted Edmonton Police Service with succession planning for all senior officers and senior civilian managers
 - Completed an insurance program and reciprocal review for the County of Strathcona
 - Completed a resource requirement study for the new Edmonton Remand Centre
 - Developed a strategic marketing plan for the Alberta Council of Women's Shelters Domestic Violence in the Workplace Toolkit
 - Provided oversight for the completion of Downtown Edmonton Residents and Employees surveys to determine the needs of the downtown area
 - Provided oversight for the completion of an Economic Impact Assessment for Alberta Avenue Business Association
 - Transitioned the Resource Centre for Voluntary Organizations
 - Worked with Edmonton's Council of Business Revitalization Zones (BRZ Council) to prepare a report including recommendations regarding issues and concerns with the BRZ Council and its relationship with the City of Edmonton
 - Developed strategic and communication plan frameworks for the BRZ Council



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- **Extensive management experience:**
 - Successfully started a sole proprietor consulting company
 - Over 25 years of successful management experience in various industry sectors, including 11 years in each of the insurance and petroleum sectors
 - Rehabilitated branches for three insurance companies
 - Responsible for in excess of 125 staff members and 100 client relationships. Increased average revenue per client by 15% in 12 months

- **Proven change management / organizational transformation experience:**
 - Managed the transfer of the Resource Centre for Voluntary Organizations and all its resources from Grant MacEwan University to Volunteer Alberta
 - Managed 2 organizations through acquisition and merger and kept employee turnover ratio below 20% target
 - Managed the staff, distribution channels, and clients of 3 insurance branches through multiple strategic and organizational realignments
 - Managed all aspects of a \$3M phased in place renovation, including all IT systems. Renovations were completed on time and within budget with no loss of productivity and no communication interruptions.

Recent Professional Experience

Entrepreneur - Consultant

Butler Business Solutions Ltd, Edmonton, AB

March 16, 2009 - Present

- Successfully started up a consulting company specializing in organizational effectiveness and evaluative framework development targeting the Energy, Insurance, Nonprofit, and Public sectors
 - Contracted with 2 clients in the first week of operation including the City of Edmonton for whom I developed 2010-2013 strategic and communication plan frameworks for the BRZ Council.
 - Please see above for additional consulting experience. Letters of recommendation available on request.

Term Instructor

Grant MacEwan University, Edmonton, AB

Sept. 2008 - Dec 2009

- Instructor for Insurance and Risk Management course (INSR 300) Bachelor of Commerce students in their 3rd or 4th year. Position held while completing my MBA.
 - Developed course from scratch including all presentations, assignments, projects and exams.



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Assistant Vice President

Aviva Insurance Company of Canada, Edmonton, AB

Jan. 2005 – Aug. 2007

- Hired to turnaround an under-performing branch.
- Accountable for all aspects of branch performance including profitability, growth, client and staff retention, customer and staff satisfaction, budget / performance to plan, disaster recovery plan, expense management; responsible for setting and communicating strategic goals.
- Project manager for a \$3,000,000 premises renovation. Project completed on time and within budget with no interruption in communications, service or product delivery
- Implemented numerous initiatives to drive performance:
 - Talent management process for 100 staff. Subsequently adopted Nationally
 - Corporate Social Responsibility Committee
 - Cross-departmental / cross-company teams and communications systems
 - Marketing and incentive plans.
- **Specific achievements within 12 months included:**
 - Branch growth increased from -5% to +19%; 2006 results: \$110,000,000 in Revenue, generating profits in excess of \$23,000,000,
 - Aviva's first broker conference arranged and held in Grande Prairie, AB., over 200 attendees from Northern Alberta and Aviva staff from across the country,
 - Staff turnover decreased from 18% to 8%,
 - Customer satisfaction survey results improved 15%.

Regional Branch Manager

Allianz Canada, Edmonton, AB

Oct. 2003 – Jan. 2005

- Responsible for rehabilitation and management of a branch in excess of \$100,000,000 in Revenue.
 - Stopped revenue run-off and realized profitable growth within 8 months.
 - Expanded client base in order to diversify risk and reduce profit variability.
- Accountable for all aspects of performance including strategic planning and budgeting, managing a team of 110, business development and administration.
- Managed and provided leadership and direction during the transition period leading to the Merger with Intact Insurance.

Regional Branch Manager

Intact Insurance (formerly ING Canada), Edmonton

May 2001 – Oct. 2003

- Managed a branch in excess of \$87,000,000 in Revenue.
- Responsible for managing 57 staff and 70 client relationships. Expanded client base and converted 10 clients to strategic partner status.
- Managed and provided leadership and direction during the acquisition of Zurich Canada's portfolio.



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Senior Risk Analyst

Alberta Treasury – Risk Management Department, Edmonton, AB **2000 – 2001**

- Responsible for assessing and responding to the risk management needs of the various Alberta Government ministries. Conducted risk assessments and made appropriate recommendations. Provided training where and when required.
- Responsible for development of cross ministry and industry teams to ensure large risk exposures were managed.

Senior Underwriter - Energy Resources Group

Chubb Insurance Company of Canada, Calgary, AB **1996 – 2000**

- Responsible for underwriting of risks associated with the Petroleum, Mining and Electricity generation sectors.

Coordinator

Core Laboratories Advanced Technology Centre, Calgary, AB **1988 – 1993**

Education

Masters of Business Administration (MBA), University of Alberta **April 2009**
University of Calgary **1992 – 1996**

- Bachelor of Commerce – With Distinction. Concentration: Insurance and Risk Management
- Bachelor of Science – With Distinction. Concentration: Actuarial Science

Southern Alberta Institute of Technology **1981 - 1983**

- Chemical Technology diploma - Honors

Professional Development / Awards

2013 How to Conduct High Quality Risk Assessment – RIMS Course
2013 Creating Value: Risk Manager as Innovator – RIMS Course
2009 Winner of MBA Games Finance Team Case Competition
2009 Queen Elizabeth II Scholarship Masters Level
2009 Paul Wacko MBA Award
2008 Petro-Canada Emerging Leader Scholarship
2005 Risk Analysis Tools for Effective Risk Management – 2-day RIMS session
2004 Broker and Client Relationships – 2-day RIMS session
2003 Canadian Securities Course – Honors
1999 Risk and Insurance Management Society Fellowship: **Top Student in Canada**
1997 Beta Gamma Sigma certificate of Scholastic Achievement
1996 Institute of Risk Management RIMS Scholarship **1st Canadian Recipient**
1996 The Ancon Scholarship
1994, 1995 1996 Dean’s List – University of Calgary



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Affiliations and Volunteer Activity

- City of Edmonton Council Initiative on Public Engagement, Evaluation, Reporting and Recognition Working Group member Dec 2015–present
- Alumni Council - U of A Aug 2013–present
 - Vice President: New Program Development
 - Past Vice President: Educational Engagement Committee
 - School of Business Representative
- School of Business Alumni Association Board member Jan 2010–present
 - Past Vice President
- Alberta Auto Insurance Rate Board Member – Government of AB appointment July 2013–present
- Mental Health Foundation – Acting Chair & Vice Chair June 2012–present
 - Member and past chair of the Governance and HR Committee
 - Member of the Audit and Investment Committee
- Glenora Rotary Club Board Member 2011–present
 - Program and Fund Development Fund Development Committee member
- Member, Net Impact 2007–present
- Member Northern Alberta Risk & Insurance Management Society 2001–present
- Global Risk and Insurance Management Society – RIMS Fellowship 2000–present
- Anderson Career Training Institute – volunteer seminar instructor 2006–2014
- Committee Chair, *Homeless for A Night* event, Youth Emergency Shelter Society 2008-2010
- Research Advisory Panel, Edmonton’s Taskforce on Community Safety Jan 2009–Aug 2009
- Grant MacEwan University Advisory Council–Insurance and Risk Management Program 2004-2010
- Northern Alberta Risk & Insurance Management Society Board Member – Program Chair 2004-2007
- Insurance Institute of Northern Alberta 2000–2009

Additional Professional Experience and Letters of References available upon request