

RESUME
Wanda Nyirfa

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SUMMARY: Wanda is Vice-President, Business Ventures and Communications, of the Saskatchewan Research Council (SRC). She was previously a Partner in a Saskatchewan-based communications and event management company. Prior to that she worked in a local advertising agency. In addition to corporate management and leadership, she has over 14 years of experience in marketing and communications with strong, demonstrated skills in business management, business and government relations, risk management and business development.

PROFESSIONAL EXPERIENCE:

Saskatchewan Research Council, Saskatoon/Regina

2007 – Present, Vice-President, Business Ventures and Communications

2003 – 2007, Director, Corporate Relations

2001 – 2003, Manager, Communications and Marketing

1999 – 2001, Communications Specialist

Progressive management experience including the communications function, business development activities, and Intellectual Property. Development and implementation of communications and branding strategies. Management of SRC's intellectual property through SRC's wholly-owned subsidiary, TecMark International Commercialization Inc. Government relations, media relations and issues management.

Corporate Connections Event Management, Saskatoon

1997 – 1999, Partner

Partner in a small Saskatchewan-based enterprise providing communications and event management services primarily to the technology sector.

Saskatoon Business College / SIAST Extension Division

1996 – 2000, Instructor

Post-secondary instructor for business programs.

The Signature Group

1995 – 1996, Event Coordinator

Communications coordinator for Saskatoon-based advertising agency. Responsibilities included coordinating the first, Agriculture Biotechnology International Conference in Saskatoon.

**Saskatoon Regional Economic Development Authority
1993 – 1995, Assistant Director, Business Development**

Business development and communications responsibilities. Primary portfolio was the agriculture biotechnology sector.

POST-SECONDARY EDUCATION:

2003 Masters of Business Administration, Royal Roads University, Victoria, BC

1993 Bachelor of Arts in Economics, University of Saskatchewan

1991 Bachelor of Education in English, University of Saskatchewan

TEACHING

1996 – 2000 Saskatoon Business College / SIAST Extension Division

OTHER PROFESSIONAL NOTES:

2003 – present Member, Public Relations Society of America

1999 - present. Lifetime Member of the International Association of Business Communicators.

1999 – present Member, Research Institutes Communications Executives roundtable