

To whom it may concern,

Sorry for the last-minute submission; I hope you consider it. I would be very interested in serving on the Alberta Party Board as a strategic policy adviser. I believe my wealth of senior management experience, as well as my industry background, is ideally suited to assisting the party in moving forward and helping pick up support among Albertans looking for an alternative to the UCP or the NDP.

Some of my key competencies include;

- Loyalty & Retention Marketing
- Branding & Image Management
- Strategic Planning
- Marketing Communications
- Integrated Multi-Channel Marketing
- Direct Marketing
- Media & Public Relations
- Enterprise Resource Planning (ERP)
- Market Research
- Promotions & Merchandising
- Enterprise Management Content (EMC)
- Event Marketing
- Telemarketing
- B2B / B2C Sales Channel Development
- Web Design & SEO
- Variable Data Processing
- Vendor Negotiations & Management
- E-Commerce

A few of my senior executive roles have included;

- Marketing Manager for Petro Canada, responsible for advertising, community relations and promotions across Western Canada
- Regional Vice President for BBDO, Canada's leading Advertising Agency
- CMO for Mediplan, Canada's first internet pharmacy, with sales topping C\$100 million
- Vice President of Marketing for Tourism Calgary

- Entrepreneur as a founding partner of the Caring Group, and Photohop Digital Imaging
- Sessional Instructor in Marketing, Relationship Selling, and Retail Management for 140 students
- Director of Marketing and Communications for the Ivey School of Business, Canada's Leading Business School.
- and more...

As I have recently retired from the corporate world, I have not maintained an overly social presence, but you can find me and more about my background on LinkedIn.

I hope I can be of some assistance in forging a new beginning for the Alberta Party / Progressive Party of Alberta.

Regards
James Tenute