

RESUME

BARBARA H. MACLEOD B.Sc.

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EDUCATION

Bachelor of Science, Nutrition

University of Prince Edward Island, (Dean's List 05-06)

Winner: The George T. Fulford III, Memorial Marketing Award, 2007, Faculty of Business.

**September 2003
May 2007**

"[Barb] demonstrated leadership in the classroom and in her teamwork" Melissa MacEachern, Former Deputy Minister Tourism

Business Program Diploma

The International Academy of Fashion Merchandising and Design, Toronto, Ontario. Honors Graduate - Accelerated Two-year Business Program.

**February 1985
June 1986**

WORK EXPERIENCE

Artist

Acrylic on Canvas

Specializing in Maritime Urban Images, PEI Beach Scenes, and scenes of Maritime Nature. All sizes. Also wall murals. Please see barbmacleodpeiartist.ca for more information.

**September 2013
Present**

Owner

Art of Place

Art of Place is a company which uses the paintings of local Island Artists to decorate market bags, post cards, and other promotional items. These items are available wholesale and are also retailed at

**February 2015
Present**

Business Development Officer - Canada's Smartest Kitchen (CSK) - Holland College

CSK is the Food Product Development arm of the Culinary Institute of Canada. Key responsibilities: Build and maintain client and partner relationships; Prepare client proposals, statements of work and contracts; Marketing; Manage projects; Attend Trade Shows & Conferences; Research food trends; Analyze Competition; Manage recruitment of sensory evaluation database; Write funding proposals and; Assist the team to build industry knowledge of CSK.

**October 2011
October 2013**

Development Coordinator - Red Sands Tourism Group

Laid the groundwork for a new festival, The Red Sands Potato Fest, and assisted the Board with Product Development, Membership Recruitment and Marketing.

November 2009

April 2010

Value Chain Coordinator - PEI ADAPT Council

Acted as a catalyst by forming alliances between agricultural producers, processors, distributors, retailers, and consumers.

Key projects:

- **Taste Our Island Award** - Managed this ADAPT initiative which is awarded to PEI chefs annually to honor their commitment to locally produced agriculture.
- **Farm Day in the City** - Developed concept and built supporting partnerships with members of the value chain to implement an outdoor Downtown Charlottetown Fall Festival celebrating Island agriculture. Acted as Committee Chair and Festival Co-coordinator. 10,000 attended.
- **Healthy School Initiative** - Built partnerships and formed committees to develop a plan which would deliver locally produced fruit and vegetable snacks to all public school students on PEI

September 2007

October 2009

"Barb has been a self-motivated and enthusiastic worker. She organized conferences, managed projects and filed interim reports, exceeding the expectations of the Council"

Phil Ferraro, Executive Director, PEI ADAPT Council

Food Product Development Technician - UPEI Bio-resource Innovation Project

Accepted this summer position to develop novel food products from antioxidant-rich ingredients (seaweeds, blueberries, and cranberries), which would appeal to a wide group of consumers. Most loved creations were the SeaDog (a seafood sausage with herbs and ground seaweed) and the SeaBerry Fry (a potato French fry seasoned with ground berries and seaweed). Upon Completion of the project a manufacturing company selected the Sea Berry Fry for study.

April 2006

August 2006

"Barb is determined, energetic, innovative and most importantly, she is able to generate results".

Dr. Carolanne Nelson, Bio-resource Innovation Project Manager

Owner

Retail Success: Profitable Ideas for Smart Retailers

Key Contracts: Schurmans Building Supply Center (now Kent), How Bazaar, & Atlantic Building Supply Retailers Association

- Developed and implemented a Mystery Shopping Program which was utilized throughout the Schurman Chain on PEI.
- Developed and facilitated a variety of sales training seminars.
- Developed and implemented a 3-day educational retail seminar.

May 2000

December 2004

Owner
Specialty Retail Entrepreneur

March 1988
August 2002

Whipper Snapper Inc.: The Fun Toy Store
AND
The Uncommon Grocer: Natural and Gourmet Foods

Founder/Owner/Operator – Key Responsibilities:

- Sales and Marketing - Planned and managed media campaigns, including the development of innovative in-store promotions. Handled creative aspects of logo, store design, and merchandising.
 - Staff hiring, sales training, scheduling, and evaluation.
 - Maintained financial records and developed budgets.
 - Inventory management and merchandising.
 - Attended Trade Shows and nurtured relationships with sales representatives.
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- ***Whipper Snapper Inc.: The Fun Toy Store*** - An exciting, interactive, educational toy store with a novel way of organizing inventory by age group as opposed to brand. Locations in Charlottetown (Confederation Court Mall and Charlottetown Mall), Halifax (Halifax Shopping Center), and Summerside (Waterfront Mall).
 - ***The Uncommon Grocer: Natural and Gourmet Foods*** - Best described as an urban health food store which focused on getting nutrients from food rather than supplements. Split up into 7 departments The Uncommon Grocer was a small store with punch: Grocery, Organic Vegetables, Organic Alternative Bakery and Deli, Free Trade Cafe, Bulk Foods, Book Sales and Rentals, and Hard Goods. Vegetarian cooking lessons were taught in the store every Saturday. Located in Charlottetown. Regularly attended the Fine Food Show in Toronto, the Natural Food Show in Halifax and the International Fancy Food Show in New York City.

SKILLS

Professional

Entrepreneurial: Self-motivated. Proven ability to prioritize tasks, manage time, set and achieve goals, and meet deadlines. Ability to develop, maintain, and adhere to a budget.

Sales: Developing and facilitating sales training seminars and presenting orally. Ability to think creatively and expand on ideas and concepts. Motivated by client/customer satisfaction.

Writing: Press releases, presentations, business plans, newsletters, funding proposals and academic research reports.

Management & Leadership: Recruiting, training, and supervising employees in retail and service industries. Committee Lead and/or Project Manager for teams and projects.

Team: Manage relationships, work as part of a team, and strive towards outcomes.

Computer: Skilled with Microsoft Office (Word, Excel, and PowerPoint), Mac (Pages, Keynote, Numbers), Experience with Simply Accounting.

Social Media: Active user of Facebook, Google+, Linked In. Occasional user of Twitter)

Marketing

- Ability to prepare SWOT analyses and marketing plans.
- Develop quantitative and qualitative Market Research Surveys.
- Experience developing visual and written tools to promote concepts (logo & flyer design, page layouts, catalogues).
- Skill creating and manipulating participant databases for Market Research (focus groups, sensory analysis, and survey's).

Nutritional Sciences

- Coordinating Food Product Development Projects.
- Preparing nutritional research reports on the science behind current food trends.
- Producing nutritional labels for food.
- Organizing and supervising taste test panels.
- Designing and implementing cooking lessons.

MEMBERSHIPS

PEI Celiac Association, Secretary (2009-2011).

**July 2005
Present**

Mature and Part-time University Students (MAPUS)
Elected to the UPEI Student Union as the MAPUS Rep. (06-07)

**September 2003
May 2007**

Member of the Prince Edward Island Business Women's Association
(PEIBWA).

**January 2003
Present**

VOLUNTEER WORK

Spring Park School, West Kent School, Queen Charlotte Junior High School, and Colonel Gray Senior High School.

1992 to Present

Spring Flings, Fall Festivals, Ticket Sales, Booth Assistant, Cashier, Queen Charlotte Band Halifax Trip Chaperone 2010, Coordinator of the Colonel Gray Band Christmas Craft Fair 'Food Sales Division' 2004, Food Sales, Food Preparation, and other duties too numerous to mention.

References Available upon Request