

# LUCY SHENOUDA, ACC, CPCC, ORSCC

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## CAREER OBJECTIVE:

- To provide career, leadership and change management coaching for both individuals and teams
- To provide coaching programs that build resilience & effectively manage conflict in change transitions

## HIGHLIGHTS:

- Independent Accredited Professional Leadership Coach and Consultant with extensive experience in coaching and mentoring leaders and teams through transition and workforce change management
- Custom-design progressive programs for personal & professional leadership and workplace wellness
- 20+ years in progressive management roles, 18 years in-house coaching, mentoring & training
- 25+ yrs experience as marketing specialist; Specialty: Brand Marketing
- Frequently appointed to lead cross-functional teams to manage crisis, improve team performance, etc.
- Gained insights of diverse business & customer cultures in Canada, Egypt & GCC
- Launched multiple cable advertising channels with Rogers Cable Advertising, Canada
- Account management for Unilever launching multiple emerging market brands and extensions
- Strategic planning for Unilever, McDonald's, Nestlé, Carrier, Coca-Cola, GM, Showtime Arabia
- Expanded experience into Retail Marketing, Online Marketing and Social Media with Showtime Arabia

## EDUCATION & TRAINING:

- Mar '12 - Jan '13 Deep Democracy: Micro-Skills of Leadership Collaboration & Collective Change
- Feb '11 - Jul '12 Organization & Relationship Systems Coaching - Training & Certification (ORSCC)
- Oct '11 International Coach Federation accreditation Associate Certified Coach (ACC)
- Sep '10 - Sep '11 Co-Active Model Core Curriculum & Certified Professional Coactive Coach (CPCC)
- Jan '11 Certified in Leadership Circle Profile Assessment and Leadership Culture Survey
- Jan '09 & Nov '08: Certified NLP Coach & NLP Master Practitioner - Dubai, UAE
- Jun '04: McCann Demand Chain Training, Paris, France
- Oct '97: Campaign Planning - Creating the Brand Experience, Bali, Indonesia
- Nov '95: Leadership Training Program, Vancouver BC, Canada
- Nov '86: Bachelor of Arts, Queen's University, Kingston, Ontario Canada

## WORK EXPERIENCE:

### FOSTER ESSENCE INC.

2010-Present

#### Founder & Leadership Consultant

- Coaching, Mentoring and Training - Custom-design Personal and Professional Leadership Programs
- Appointed Mentor for Canadian Women in Communication - Jun 2012 - May 2013
- Appointed Mentor for Women in Leadership - Jan - Jun 2012
- Volunteer Workshop Facilitator, YMCA Markham Business Centre - Aug 2011 - Present
- Board Member, Toronto Kiwanis Boys & Girls Clubs - Jun 2011 - Present

### SHOWTIME ARABIA (Owned by KIPCO & VIACOM), DUBAI, UAE

2004-2009

*Leading satellite pay-television network in the Middle East & North Africa (MENA) region.*

#### Customer Marketing Manager ... Customer Marketing Director

2006-2009

- Led, managed and coached team of five responsible for marketing communication programs
  - Customer Marketing Strategy & Execution -Package & Channel Network Launches & network content
  - Managed a \$1.6mil budget in maintaining website & monthly TV guide magazine print & production
  - Achieved a run-rate of +20% magazine cost savings in 2008 budget
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**Regional Distribution and Marketing Manager****2004-2006**

- Led, managed and coached a team of eight marketing members across key markets in MENA
- Marketing lead presenter in IPO presentations for the retail marketing division
- Achieved retail network growth of 54% across the GCC and Egypt in under 2 years
- Maintained \$39 Retail/BTL cost per sale (KSA), average regional Retail/BTL CPS of \$67
- Managed Retail and BTL budget in excess of \$5mil
- Test marketed BTL media initiatives in KSA resulting in 25-30% increased traffic flow/sales potential

**FORTUNE PROMOSEVEN - MCCANN WORLDGROUP, CAIRO, EGYPT****2001 – 2004***One of the largest regional advertising networks in MENA region, affiliated with McCann Worldgroup.***Head of Strategic Planning Egypt & Associate Regional Planning Director, Gulf****2002 - 2004****Strategic Planning Manager****2001 - 2002**

- Trained and coached planners in McCann WG proprietary strategic planning methodology
- Lead Strategic Planner in winning brand pitches for: Nestlé, Orbit, MasterCard, City Stars
- Lead strategist for above brands plus McDonald's, Carrier, Coca-Cola, General Motors
- Extended support to the VP Strategic Planning in new business pitches across MENA region
- Managed a team of 5 planners; brand planning, concept development and research analysis
- Quarterly update 'Pulse' research insights for clients' use and customized for key pitches
- Developed joint client quarterly business reviews for McDonalds, Nescafé, Carrier, MasterCard

**LOOK ADVERTISING –LOWE WORLDWIDE, CAIRO, EGYPT****1997 – 2001***Full service advertising agency; affiliated with Lintas then Lowe Worldwide.***Business Group Director – Mashreq Region (Egypt, Lebanon, Syria & Jordan)****2000 – 2001****Account Director – Unilever Home & Personal Care****1999 - 2000****Account Manager – Unilever Skin Care (1997), Personal Care (1998-9)****1997 - 1999**

- Trained & coached entry-level account executives in account & client relationship management
- Managed flagship brands Fair & Lovely, Pond's, Signal 2, Good Morning, Axe, Impulse, Omo
- Contributed to concept development and managed advertising & media plans
- Participated in emerging brand qualitative research & product launch initiatives
- Assigned expanded team of executives to support 2-3 new brand additions in portfolio year-on-year; Category expansion assigned from Skin Care to Personal Care to Home and Personal Care
- Launched new brands & extensions- Pond's, Good Morning Soap & Shampoo, Signal 2 Tooth Powder
- Proactively provided brand health checks & action plans using retail audit & brand tracking studies

**ROGERS COMMUNICATIONS INC.****1988 – 1996***Leading provider of Wireless, Digital Cable TV, High Speed Internet and Home Phone services.***ROGERS CABLE ADVERTISING (RCA) & NATIONAL CABLE NETWORK (NCN)****1990 – 1996****Marketing Manager, Ontario Region – RCA & NCN****1994 – 1996****Communication Manager, Ontario Region – RCA****1992 – 1994****Administrative Supervisor, Toronto RCA****1990 – 1992****ROGERS CABLE TV – NEWMARKET & TORONTO - Advertising Sales****1988 – 1990****CABLE CONSUMER CHANNEL - KINGSTON - Production Assistant****Aug. '87-Jan. '88****KINGSTON CABLENET – Customer Service Representative****Nov. '86-Jul. '87**

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