



Anne Miner

Interim Leadership/Leadership Development/Culture Transformation/Marketing Research

With more than 30 years as an executive and business owner, Anne provides expert support in executive leadership development, marketing, research, and customer and employee retention. She works with CEOs and senior leaders in both the nonprofit and for-profit sectors, on an interim or project basis to create strategies to transform culture, develop and coach senior leaders, and retain business. Anne is widely recognized for her ability to bring calm to chaos, success to failures, and solutions to problems.

SELECTED ACHIEVEMENTS

- Initiated and managed customer satisfaction program to **90% customer retention** within supply chain industry.
- Analysis of supply chain company's won and lost opportunities leading to a **25% closing ratio** over two years
- Provided framework and customer insights leading to capture of **60% market share** in crop protection industry within three years.
- Delivered strategic guidance and culture transformation leading to **five-fold growth** (\$28 million to \$140 million) within four years, in a commercial leasing business
- Lost business analysis leading to rescue and win-back programs to achieve **10:1 return on investment** (\$1 million: \$100 thousand), in full-service leasing business

PRIOR EXPERIENCE

- **The Dunvegan Group Ltd.** – President and Founder – Marketing and research firm providing customer, revenue and employee retention support for startups to Fortune 500's
- **Mackay CEO Forums** – Forum Chair – leadership development for CEOs in the \$10+ businesses
- **Readers Digest Association, Dialogue Canada Division** – Executive Director – consumer mail panel business serving leading consumer packaged goods companies
- **Cogem Inc. Marketing, TestAction Division** – President – marketing research for consumer packaged goods companies, financial services, political parties
- **The Opinion Centre** – President – marketing research for business-to-business, agriculture, land developers and consumer packaged goods companies
- **Francis, Williams, and Johnson (FWJ Communications)**, Research Director – advertising and public relations – for agriculture, land development and government organizations

QUALIFICATIONS

- University of Guelph, BA
- University of Guelph, BA MBA
- Certified Marketing Research Professional (CMRP)
- Certification, The Platinum Rule®
- Certified CEO Forum Chair
- International Women's Forum Canada (IWFC) – Chair (Toronto)
- IWFC National Board – Director
- Oxford Women in Networking (OwiN) – Former Board President
- YWCA Calgary – Former Board Director
- Transportation Marketing & Communications Association (TMCA) – Former Board Director
- American Marketing Association (AMA) – Former Board Director
- International Women's Forum, Canada, Luminary Award (2024)
- TMCA Volunteer of the Year (2017)
- Guelph Alumni Association Medal of Achievement (2014)
- Finalist in Alberta Business Excellence Awards (1999)

AUTHOR OF

- Prepared to Lead: Lessons in Life and Business
- Measuring Up! A guide to success with customer satisfaction
- Customer Feedback Programs: Things to Think about
- 50 ways to deliver a memorable customer experience

