



Helping brands achieve results by influencing customers' perceptions and actions via customer-centric strategies

About

I'm a marketing communications professional that helps brands achieve results by influencing customers' perceptions and actions via customer-centric strategies.

I develop effective marketing strategies/plans, and then turn them into quality, integrated deliverables (see Services below). Often I lead the full process from inception, through strategy, execution and measurement. I collaborate with internal and/or external marketing, creative and research teams - and I also work independently, 1:1 with senior clients.

My clients are both B2C and B2B brands (see Clients below). They are client-side marketers, consulting firms and creative agencies. They have four things in common. 1. They're bold and take risks. 2. They know their existing customers are their greatest asset. 3. They value their brand. 4. And they invest in marketing.

My industry knowledge is broad. It's deepest in the loyalty sector, but also includes manufacturing and retail industries.

My consulting assignments can be full or part-time contracts, or on a project basis.

Clients hire me when they need...



Mat Leave Coverage

Full or part-time coverage during maternity and paternity leave absences



Bridge Resource

A 'bridge' resource until a full-time marketing hire is in place



Capacity / Skill Supplement

A temporary additional marketer to supplement the current team's capacity and/or skill sets



Special Assignments

An impartial, independent marketing resource for sensitive initiatives



Senior Contributor

A senior person to brainstorm, to be a sounding-board or to educate



Mentorship

Experience and leadership skills to mentor junior team members



Services

I help brands achieve results by influencing customers' perceptions and actions via customer-centric strategies. My clients and I strive to further their relationship with their existing customer. Drawing upon my general marketing, CRM and loyalty experience, I develop marketing strategies/plans, and then lead their creation into quality, integrated deliverables. My marketing consulting experience spans traditional, online and social media.

Here's what I do well:

Marketing Consulting



Craft marketing strategy and plans for new and existing products/services (B2C, B2B and B2E)

Example: **Siemens Canada** "Trusted Partner" and "Ingenuity for life" marketing campaigns

15 of Siemens' B2B customers tell their stories of Siemens' innovation and partnership via multiple creative elements including video, print, case studies, digital ads, social media and siemens.ca

NBPower • **WE Charity** • **Enwave** • **DME Group** • **AltaLink** • **Algonquin College**

Example: **Points** corporate and partner marketing

Example: **LoyaltyOne** corporate marketing



Evolve greenfield concepts into marketing plans, and then actionable programs, and spearhead their in-market launch and growth

Example: **Siemens Canada** Engineering and Technology Academy

Example: **COLLOQUY** Loyalty Awards "Colloquy Recognizes"



Create and implement customer-centric marketing strategies that leverage customer insight from data/research

Example: **Points** campaign analyses/recommendations to partners



Lead the change management and marketing initiatives required for enterprise-wide internal initiatives

Example: **LoyaltyOne's** launch of GURU, its employee intranet



Research, analyze and provide POVs on global events/trends, including contribution to editorial

Example: **COLLOQUY** white papers and other thought-pieces

Program Leadership

'Program Leadership' is where I orchestrate the delivery of complex multi-variable programs/projects, usually in the marketing arena. They can involve dozens of stakeholders, but not always. My clients rely on my experience and organizational strengths to ensure everything gets done well and on time.



Lead the development and execution of multi-disciplinary marketing deliverables with internal and external teams

Example: **Siemens Canada** "Trusted Partner" and "Ingenuity for life" campaigns



Co-manage and run complex, high-profile, time-bound marketing initiatives

Example: **Siemens Canada** Corporate Booth for the Toronto 2015 Pan Am/Parapan Am Games



Lead the creation of corporate and strategic reports for senior global executives, involving dozens of stakeholders

Example: **Siemens Canada** Strategy Handbook, Siemens Canada Business-to-Society Report

Contact Cathy

416-937-1432

[linkedin.com/in/cathytennant](https://www.linkedin.com/in/cathytennant)

cathy.tennant@rogers.com

www.cathytennant.com



Clients

Exceptional people, stellar brands.



Testimonials

“Cathy assisted Siemens Canada with three important marketing initiatives - the ‘refresh’ of Siemens’ corporate B2B branding campaign; the development/management of Siemens’ booth at the Toronto 2015 Pan Am Games; and the launch of Siemens Canada Engineering and Technology Academy. These initiatives were high-profile, complex and timely. Each involved many stakeholders in and outside of Siemens and all benefited from the deft touch of a senior marketer. Cathy has earned my confidence and trust. We continue to work together. Cathy is an ideal senior professional that both contributes to marketing strategy and then owns/leads the ensuing execution. I know her deliverables will be on-strategy and high quality. She works well (and independently) with all levels of internal resources. Cathy represents Siemens well to our customers. I would welcome any enquiries about working with Cathy.”

Ann Adair
VP Communication and Strategy, **Siemens Canada**

“Cathy is someone you’d like on your team. She has the unique ability to bring projects to resolution in the quickest way possible with all the i’s dotted and t’s crossed - all the while, building great networks across the organization, at every level. There has not been a project that Cathy has been unable to tackle and provide high-quality results. It’s my pleasure to work with her and to be able to recommend her.”

Susan Park
Director Marcom, **Siemens Canada**

“I’ve hired Cathy on a number of occasions. Regardless how big or small the challenge, Cathy always brought tremendous insight to the table that typically helped us over achieve our client’s expectations which ultimately led to more work. In my opinion, her knowledge and skill in the area of Loyalty marketing is unmatched in Canada. She’s TOP SHELF all the way!”

Mike Da Ponte
CEO and Owner, **BIMM**

Contact Cathy



Testimonials, continued

“Cathy’s association with us started in 1999. She is a respected contributor to our business.”

Bryan Pearson
President and CEO, **LoyaltyOne**

“It has been a true pleasure working with Cathy Tennant on the planning and execution of two major public events. Throughout both events, her level of enthusiasm and professionalism was exceptional. I look forward to working with Cathy again in the future!”

Laura Rodger
Marketing Communications Business Partner,
Siemens Canada

“Cathy is an experienced and knowledgeable marketing professional. She’s incredibly organized and a team player. I highly recommend her for the quality of her work and her professionalism.”

Jill McBride
Former President, **Forza Marketing**

“Cathy was instrumental to our move towards strategic account management practices. I value her strategic counsel and highly recommend her.”

Paul Courtemanche
Former VP Marketing, **Alliance Data Retail Services**

“Cathy has brought three things to our team – knowledge of the loyalty industry, CRM thought leadership and a network of additional CRM experts. I value Cathy’s contribution, and would recommend her as positive, energetic contributor to the strategic process.”

Ted Boyd
Former CEO, **58Ninety**

“Cathy is everything you would want in a consultant. She doesn’t just know her stuff, staying on top of what’s new and interesting within the CRM industry is a genuine passion. Any project she’s involved with becomes easier, better and more fun. I appreciate Cathy’s perspective and would welcome the opportunity to work with her again.”

Kathleen Collins
Former Strategy Director, **TAXI**

“It is a pleasure to work with Cathy – she’s smart, intuitive and committed to high quality work – her approach is positive, energetic and creative.”

Trish Fonberg
Former VP Business Development, **LoyaltyOne**

“We’ve been lucky enough to work with Cathy on a number of projects and would work with her again in a heartbeat. She is a delight. She’s smart and knowledgeable, so you know she’s going to bring great ideas to the table. She delivers beyond what’s committed, and on time. If Cathy’s working on it, you don’t need to give it another thought. She’s also warm and fun, and makes any project more fun.”

Nancy Beattie
Former General Manager, **TAXI**

“I’ve worked with Cathy as a colleague -- and hired her to lead complex client project teams at COLLOQUY. On any of these projects, I’ve been thrilled with her attention to detail and ability to manage a wide array of data, people and resources. But, most important, Cathy adds tremendous value and insight to our final deliverables. With very little direction and oversight, Cathy jumps right in to get to the heart of each issue and figure out how to get things done and deliver great results at the same time.”

Kelly Hlavinka
Former Partner Consulting Services, **Loyalty One**

“Cathy is an incredible asset to any initiative. Her deep experience and passion in the area of CRM and her innovative and consultative approach make her a valuable partner to work with. Her ability to collaborate with teams and instill thought-provoking ways to approach a problem or a project allow for some very creative results that improve the work, the thinking and the eventual outcome. Would highly recommend Cathy in all instances as she’s been a tremendous and valuable asset on the initiatives that she’s been engaged to consult on.”

Cybelle Srour
Former SVP Strategy and Insights, **Proximity Canada**

Contact Cathy



Testimonials, continued

“When we wanted to understand the Canadian retail loyalty market we turned to Cathy. Her knowledge, experience and recommendations were vital to creating a customer relevant marketing strategy.”

Stephanie Swain

Former VP, Value Proposition & Loyalty Marketing

GE Money

“Cathy was initially hired for a few months as an Account Director for Bath and Body Works. She ended up contracting with Alliance for several years on this and other accounts. Cathy is truly unmatched in her CRM expertise, team leadership and client service. She set the bar high for other colleagues at Alliance. Until this day, she remains one of my most favorite people to work for and an all-time mentor. I’ll work again for (and with) Cathy at any time.”

Zhenja Iosilevich

Former Account Supervisor

Alliance Data Retail Services

“I worked with Cathy Tennant for years at Promanad Communications and also had Cathy on my team within an earlier business assignment we both shared. She is most impressive, consistently. She is very analytical, focused and so very intelligent. Can be counted on for marketing deliverables in all ways and is always well prepared. Cathy is very collaborative, cheerful, helpful and a great team leader. I recommend Cathy all these years later as a strong player, dedicated, a person of great integrity. She is intuitive and committed to the necessary goals of her team. She will see that the initial strategy set into play will success for everyone. She is a winner. Any business would appreciate Cathy on board.”

Connie Gorsline

Former Senior Production Manager

Promanad

“It was my pleasure to work with Cathy at a recent project with LoyaltyOne in Toronto. Given the challenges and complexity of the deliverables, Cathy’s insights as a project lead made her an indispensable asset to the team. She is a take-charge type of person

who is able to present creative ideas and communicate the benefits to all stakeholders. I would recommend Cathy to anyone who needs additional resourcing with their next Marketing, Communications or Advertising project.”

Jonas Lood

Former Director Client Services

Prescient Digital Media

“Whether we were working on general management issues or client deliverables for Victoria Secret, Cathy added valuable strategic perspectives.”

Amy Stevenson

Former Director Client Services

Alliance Data Retail Services

“Cathy’s great at understanding the big picture and developing long-term strategies. She knows what she wants and works hard to realize it. It’s a pleasure to work with her.”

Dave Burton,

Former co-Chair

National Retail Federation

CRM Idea Exchange Group

“I had the pleasure of working with Cathy in several ways over the years - she’s been my supplier, my boss, and my colleague. And from all of those perspectives she was a team player and a true professional. Her attention to detail, exacting standards, and collaborative approach always ensured the highest quality deliverable. There is no challenge she can’t tackle - with positivity and a sense of humour to boot!”

Julianne Smola

Former Senior Manager, CRM

Hudson’s Bay Company

“Cathy is a seasoned marketing consultant who has worked on projects with a multitude of large corporations. She’s organized, detailed oriented and a pleasure to work with.”

JJ Thompson

Principal/Photographer

Media Needs Photography