



## mission

Help clients achieve sharp, focused marketing and communications

## experience | clients

For thirty years, Joanne has been active as a full professional and research project manager in the Calgary and Alberta research industry, creating opportunities to direct hundreds of projects *current consulting practice O'Connell Enterprises / prior research firm Aspen Market Research Services based in Calgary / VP major Canadian research firm Calgary office / Senior Consultant multinational government and public relations firm Calgary office / VP and manager of market research department of a major Alberta advertising and public relations firm*

Clients have reflected the Alberta marketplace, ranging from corporate to small business, and across industries including health, petroleum, the arts, post-secondary education, government services and others

Joanne often works in association with other Calgary consultants, especially when complex policy issues are involved or clients require many skill sets (see [www.strategicaffairs.ca](http://www.strategicaffairs.ca))

Starting in Fall 2010, Joanne has also held sessional positions as lecturer for the University of Lethbridge on their outreach campus in Calgary, teaching Business Research Methods to Bachelor of Management students

For specific client names and projects, please contact **Joanne**