

# ALEXANDRA KAPELOS-PETERS

MBA, PMP, Scrum Master

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## MARKETING, OPERATIONS & DELIVERY

Bilingual Management, HR, Finance, Product, & PMO leader who **gets things done**.

**Bilingual (English and French) leader who provides direction, builds alignment and executes on delivery.**

Passionate about digital products, marketing & technology, customer experience, and scaling for success. **Credible, respected empathetic leader & manager** who excels in building high-performing teams and relationships across divisions. Strong negotiator and collaborator. Great references from colleagues, reports, supervisors, and clients!

### CORE SKILLS

- **Operations (incl. Finance, HR, Legal, IT, Admin):** Ensures profitable operations through effective management of personnel, projects, processes. Prudent fiscal control of a \$25M operation, an \$18M portfolio, and a \$2.1M project. Contract, MSA, SLA and SOW development. Management of suppliers and 3<sup>rd</sup> party relationships.
- **Leadership & Team Management:** Leads by example and builds effective teams. Management of up to 5 LOBs, 15 direct reports and distributed project teams of up to 75. Develop recruitment & training (ISD) strategies.
- **Strategy, Marketing & Product Development:** Envisions, plans, executes, analyzes. Roadmap and business case development, go-to-market strategies, SWOT, ROI and KPI analysis. User experience and design thinking.
- **Project & Program Management:** End-to-end 5D project management: estimation & scoping, planning, development. On-time & in-budget delivery. Follows Waterfall, Agile (Scrum), and hybrid methodologies. Manage portfolios with up to 250 active projects, 40 accounts, and 600 total engagements.
- **Digital:** Comprehensive knowledge of the marketing-technology ecosystem: 10+ years digital product and software experience with a range of technologies with focus on CRM, CMS, LMS, and web development.

## SELECTED EXPERIENCE

**AKP SOLUTIONS INC.** (management consulting) — Remote & Toronto

### CONSULTANT

Nov 2018+

Management consulting for growing businesses with focus on effective and efficient operations, project management and process design, digital marketing, software development, finance, and partnership development.

Notable roles & mandates include:

<b>Structure Manager</b> (Hoxby for Unilever)	Mar 2019 to April 2021
<b>Head of Financial Operations</b> (Hoxby core team)	Feb to May 2020
<b>Zoho Systems Designer</b> (Camber Dynamics)	Oct 2019 to Feb 2020
<b>Data Lead</b> (Hoxby for Merck/Millipore Sigma)	Aug to Nov 2019
<b>Vice President, Operations</b> (Berkeley Payments)	April to Sep 2019
<b>Chief Operating Officer</b> (IMAC – International Market Access Consulting)	Nov – Dec 2018

**CANSULTA** (management consulting) — Remote

### FOUNDER & CHIEF CONSULTANT

Nov 2020+

Cansulta is an online marketplace connecting small businesses to work directly with experienced, vetted consultants through a unique online e-Commerce platform. Founded in Fall 2020, Cansulta has grown to 10+ employees, with ~20 fractional contractors and almost 50 signed independent consultants within year 1.

**STRATENYM INC.** (medical communications) — Remote

### CO-FOUNDER & VICE PRESIDENT, CHIEF OPERATING OFFICER

Feb 2019+

Stratenym is a boutique medical communications consultancy specializing in pharmaceuticals market access and reimbursement. Responsible for day-to-day business operations including project management, marketing, IT, legal, administration and finance. In year 3, oversaw revenue and team growth of 150%.

<b>NURUN TORONTO</b> (web division of Publicis Worldwide, advertising) — Toronto	
<b>DIRECTOR OF OPERATIONS</b>	2016 to 2018
Acting General Manager. Business unit leadership with \$8M annual P&L responsibility. Direct management of PMO and Operations; indirect management of ~75 FTE team distributed across 3 cities (Toronto, Windsor, Quebec City).	
<b>K2 DIGITAL</b> (Klick, marketing technology) — Toronto	
<b>DIRECTOR OF PROJECT MANAGEMENT</b>	2014 to 2016
Oversight of a \$9M portfolio of ~50 active projects. Manage PMO team of Program Managers, Senior PMs, PMs, and PCs. Directed multiple marketing, technology, strategy and infrastructure programs, and engagements.	
<b>MATE1.COM</b> (e-Commerce dating website) — Montreal	
<b>DIRECTOR OF OPERATIONS</b>	2013 to 2014
Leadership of 4 senior directors & managers; indirect oversight of a ~50 person team. Management of multiple departments including Creative, Product, BI/Analytics and Customer Support. Responsible for workflows and processes, resource allocation. Product Owner to plan & prioritize new product features & enhancements.	
<b>NURUN MONTREAL</b> (Quebecor Media, web design) — Montreal	
<b>DIRECTOR, PROJECTS</b> (Portfolio/Program Manager)	2011 to 2013
<b>PROJECT DIRECTOR</b> (Senior Project Manager)	2011 to 2011
Oversight of a \$18M CAD portfolio comprised of 36 accounts and 600+ projects with budgets from \$6K to \$2M. Directly supervised up to 14 Project Managers; indirectly managed team of 19 and Production team of up to 75.	
<b>PRODUCT MANAGER</b> (Éditions CEC / Quebecor Media, textbook publisher)	2010 to 2011
Developed a range of innovative, educational digital products for children, including CEC's flagship online game (SuperZAPP), an interactive whiteboard collection, bilingual microsities collections, and USB-key solutions.	
<b>IC AXON</b> (pharmaceutical sales force training) — Montreal	
<b>SENIOR PROJECT MANAGER</b>	2010
<b>PROJECT MANAGER</b>	2008 to 2010
<b>VIA RAIL CANADA</b> (passenger rail transportation) — Montreal	
<b>LEARNING TECHNOLOGIST</b>	2006 to 2007
<b>MCGILL UNIVERSITY</b> — Montreal	
<b>INSTRUCTIONAL MULTIMEDIA DESIGNER</b>	2004 to 2006

## KEY ACCOMPLISHMENTS

- + Increased profit (Operating Income) from < 0% to 16% EOY 2017 to 23% July YTD 2018 (Publicis Nurun)
- + Hired 50 FTEs over 2 years: 14 direct and 36 indirect reports (Publicis Nurun)
- + Increased R&D tax (SRED) returns from 100K to 750K by managing government applications (Mate1)
- + Transitioned team from Waterfall to Agile, resulting in 200%+ increase in monthly output (Mate1)
- + Launched SuperZapp online learning game with 6800+ custom activities ahead of schedule (CEC Publishing)
- + Increased overall profitability (EBITDA) by 28.8% at end of year 1 (Nurun Montreal)

## EDUCATION & PROFESSIONAL DEVELOPMENT

<b>MSIE – Master of Science in Innovation &amp; Entrepreneurship</b> (HEC Paris)	<i>In progress, exp Dec 2022</i>
<b>MBA - Master of Business Administration</b> – Entrepreneurship & Value Chain Management	2019
(Gies College of Business, University of Illinois at Urbana-Champaign, GPA 3.85/4.0)	
Software Product Management (6 course specialization, University of Alberta)	2018
Business Law & Global Business Management (Ryerson University)	2015-2016
<b>CSM - Certified Scrum Master</b> (Scrum Alliance, 000214220)	2012
<b>PMP - Certified Project Management Professional</b> (Project Management Institute, 1532888)	2012
<b>BA - Bachelor of Arts, English</b> – Cultural Studies, Humanistic Studies (McGill University)	2008