



# Sheona McGraw

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## Profile

A creative social impact professional with 20+ years' experience in program management and organizational leadership. A diplomatic communicator, I have a proven track record of building meaningful partnerships, drawing out the best in others, and ensuring long-term success of initiatives globally.

## Select Work Experience

### CO-OWNER/MANAGING PARTNER, WOOHOO UNLIMITED; REMOTE (2020 – PRESENT)

- Managing our Partner network of over 120 members across 30+ countries and creating/leading initiatives to support their growth (eg. Monthly peer-to-peer learning webinars, hosting regular online and in-person events such as seminars, company tours, and conferences).
- Overseeing our training programs, including: leading content creation/updating; leading weekly live training for cohorts of students; providing weekly 1-on-1 & group coaching sessions; giving feedback on assignments; and organizing unique experiences for students (company visits, guest speakers, etc)
- Developing and implementing a widescale digital transformation plan. As a result, we were able to expand our programs, reach a larger audience and maximize our impact on workplace culture.
- Serving as in-house expert, lead trainer and advisor on workplace mental health and social impact.

### CONSULTANT (VARIOUS CLIENTS); CANADA & REMOTE (2005 – PRESENT)

Areas of expertise include: employee experience (as founder of [Cloud 9 to 5](#)); stakeholder relations; cross-cultural communication; project & program design/management; designing & delivering learning tools and initiatives; indiv. & group coaching; strategy & planning; research; org change & management.

#### Sample initiatives

- **Launching a local NGO** ([Stone Soup Network](#)). Serving as their first/interim Executive Director and shifting the org out of concept phase. Program design/management; stakeholder mapping & engagement; building relationships with potential/new partners; fundraising.
- **Developing an organization's Employee Experience strategy** from scratch ([CMHC](#)). Involved organizing and facilitating empathy mapping sessions & journey mapping workshops.
- **Designing and facilitating workplace culture keynotes & training workshops** ([OCIC](#), [Alair](#), others). Designing/leading presentations & team-building exercises; group and 1-on-1 coaching.
- **Creating training materials** for women-led companies in Africa/Latin America ([ITC in Geneva](#)). Researching/writing/editing culturally-appropriate business materials in English, French, Spanish.

### BOARD OF DIRECTORS, CANADIAN AND AFRICAN BUSINESS WOMEN'S ALLIANCE; (2013 - PRESENT: BOD. 2004-2013: SENIOR MANAGEMENT VOLUNTEER)

An NGO that supports marginalized women entrepreneurs. Roles have included developing and implementing a mentorship program for our interns; leading intern recruitment (eg. reviewing applications and conducting interviews); leading & facilitating strategic planning sessions.

### EXECUTIVE DIRECTOR, LIFELINE SYRIA; TORONTO (2016)

Serving as their first senior-level staff. Identifying/addressing critical gaps, advising on strategic direction and leading efforts to achieve the NGO's mandate. Staff and volunteer recruitment/management.

- Developing/implementing a strategy to address inherited workplace culture issues. Mentoring and supporting team to create an environment of trust and respect. Approach was so successful, it directly and measurably led to a dramatic increase in program performance and impact (eg. a significant increase in number of refugees accepted into Canada, within a much shorter timeframe).

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- Responsible for all HR initiatives, including: learning & development; developing policies and guidelines; engagement; and reviewing applications/interviewing potential volunteers & employees.

#### **EXECUTIVE DIRECTOR & PROGRAM DIRECTOR, RAISING THE VILLAGE; TORONTO (2013 – 2015)**

Leading the strategic direction of the organization and overseeing its day to day operations.

- Responsible for HR portfolio, including weekly mentoring for interns and junior staff; creating learning & development initiatives; reviewing applications/interviewing potential volunteers & employees; leading our intern experience and university student exchange programs.
- Acting Program Director: Overseeing design, implementation, and evaluation of our community-building programs in Uganda (education, water/sanitation, women's rights, climate change, etc). Reviewing applications for our program and collaborating with key stakeholder groups (including youth) to identify community priorities and to develop appropriate solutions.
- Donor & Partner relations: oversaw yearly increase in funds and major increase in number of donors.

#### **REGIONAL PROGRAM MANAGER/DIRECTOR – WESTERN PACIFIC, INTERNATIONAL AGENCY FOR THE PREVENTION OF BLINDNESS; AUSTRALIA (2010 - 2012, CONTRACT)**

As their first regional employee, I established IAPB's advocacy program in the Region (28 countries).

**Recipient of the 2012 Regional Award – IAPB** (conferred every 4 years for exceptional service).

- Collaborating with regional governments and strategic partners such as the WHO and UNICEF, and advocating key messages on behalf of our members. As a result, we secured a commitment of \$21M from the Australian Government towards our members' blindness initiatives.
- Organizing and leading capacity-building workshops for hundreds of stakeholders across Asia.
- Program & project management, including donor reporting, budgeting and M&E.

#### **TRADE COMMISSIONER & SENIOR MARKET DEVELOPMENT OFFICER, CANADIAN FEDERAL GOVERNMENT; OTTAWA (2006 – 2009)**

Managing the Corporate Social Responsibility portfolio and trade programs for 12 countries.

- Acting as liaison for our global partner network, including civil society, private sector & government.
- Organizing/leading international events, diplomatic visits, journalist missions and trade shows.
- Diplomat support: Problem-solving & helping overseas colleagues to resolve unique/complex issues.
- Working with stakeholders to develop CSR strategy; reviewing/advising on CSR grant applications.

## **Education & Professional Development**

Canadian Mental Health Association (CMHA), Toronto

**Certified Psychological Health and Safety Advisor (2020)**

Universidad Adolfo Ibanez, Chile — **Master of Science in Marketing (2001-2003)**

Full Scholarship awarded (Foreign Government Award)

Carleton University, Ottawa — **Bachelor of International Business (1998-2002)**

Recipient of the President's Scholarship (4 years). Graduated with High Honours

## **Select Continuing Education, Skills & Past Volunteer**

- **Cont. Education:** certified coach; gender, child protection and disability inclusiveness in project management; corporate social responsibility; certified Chief Happiness Officer; conflict resolution.
- **Regional Director & Trainer,** Canadian Improv Games (theatre tournaments for high school students across Canada). Role included training hundreds of high school students across Canada; leading and training volunteers; and liaising regularly with student groups. Volunteered for 8 years.
- **Computer teacher** for youth/young adults in Cameroon, own initiative. Volunteered for 6 months.
- **Board of Directors:** Ottawa Rape Crisis Centre; Sunnyside Garden Daycare. Volunteered for 2.5 years.
- **Presenter - Humane Education School Program,** Ottawa Humane Society. Delivering a series of presentations (in French & English) to youth on animal welfare and safety. Volunteered for 3 years.
- Agile, resourceful, empathetic, collaborative, able to work under pressure and with little guidance.
- **Fluent in English & French;** working level Spanish; beginner Portuguese & Mandarin.

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