

Maureen Spencer Golovchenko BA, ABC
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London, Ontario N6K 2T9

EDUCATION AND PROFESSIONAL DEVELOPMENT

Richard Ivey School of Business The University of Western Ontario	Certificate - Ivey/City of London Management Foundations Program	2009
International Association of Business Communicators (IABC) San Francisco, California	Designation as Accredited Business Communicator (ABC)	2007
International Association of Business Communicators (IABC) Atlanta, Georgia	Leadership Institute Conference	2003
Fanshawe College Department of Continuing Education	Management Training Business Administration Program	1993
Fanshawe College London, Ontario	Diploma in Broadcast Journalism	1986
King's University College The University of Western Ontario	Bachelor of Arts, Sociology	1977

PROFESSIONAL EXPERIENCE

Pillar Nonprofit Network (January 2012 - Present)

Community Collaboration Program Manager

- Research existing London collaborations en route to defining best practices and new community opportunities
- Host business, public sector and nonprofit leaders at an interactive Community Collaboration Forum
- Liaise with cross-sector stakeholders to build on reciprocal strengths and resources for collaboration
- Facilitate support for identified community collaborations to implement respective business plans
- Lead a *Communities of Practice* Networking Group and deliver ongoing advisory and consultation support

The University of Western Ontario (July - December 2011)

Schulich School of Medicine & Dentistry

Communications Team Member (Interim Contract)

- Enhanced communication and liaison across various Departments within the School of Medicine & Dentistry
- Provided issues management communication support to Senior Leadership
- Produced high-quality written communication and marketing materials for recruitment & promotion of research
- Served as Editor of Schulich annual magazine *Rapport* during 130th anniversary of Medical School
- Organized and facilitated Schulich's *Mini Medical School* Community Lecture Series

The University of Western Ontario (December 2010 - June 2011)

Senior Media Relations Officer (Interim Contract)

- Synthesized University news, issues and events for the media and public - locally, nationally and internationally
- Facilitated media interviews with faculty and senior administration linked to research and expertise on campus
- Generated News Releases/Commentaries for widespread distribution to print, broadcast and social media
- Monitored and reported national and international news coverage in 'Making Headlines' publications
- Developed and nurtured key contacts related to media, campus experts, community leaders and government
- Liaised with senior administration and key stakeholders across the University and greater community
- Served as an integral member of Western's Emergency Response Team

The Corporation of the City of London (May 2001 - November 2010)**Executive Assistant to the Mayor**

- Researched issues and briefed Mayor on daily basis regarding ongoing, developing and emerging matters, enabling the Mayor to speak to a variety of comprehensive municipal issues
- Interacted with community partners in business, technology, education, healthcare, research and emergency services, as well as representatives of Provincial and Federal Government on matters impacting London
- Collaborated with political counterparts within the Federation of Canadian Municipalities, Big City Mayors' Caucus and Association of Municipalities of Ontario regarding advocacy to higher levels of government
- Liaised with national and local media on behalf of the Mayor; updated information on Mayor's web page
- Served as key contact for special Mayoral projects and initiatives, including the Task Force to End Woman Abuse and Launch of the '1 Step Forward' Awareness Program - a first of its kind in Canada and nationally recognized by the Canadian Association of Management Administrators (CAMA)
- Prepared speeches ranging from greetings on behalf of the City to keynote presentations including the Annual London Chamber of Commerce 'State of the City' Address to an audience of 1000+ constituting the largest Mayoral business audience in Canada
- Awarded a **2006 IABC Virtuoso Award of Excellence** in Special Event Planning as Co-Chair of the first-ever IABC Great Lakes Conference and a **2004 IABC Award of Merit** for a successful Sponsorship Strategy to renew London landmark Storybook Gardens

Jesse's Journey (The Foundation for Gene and Cell Therapy) (November 1997 - May 2001)**Executive Director/Journey Director**

- Developed and implemented the project's strategic plan in conjunction with Foundation Board of Directors
- Created policies and procedures to effectively plan, implement and evaluate the administrative, fund development and communications components of the Foundation
- Led day-to-day operations of Foundation office including management of donor database
- Managed staff and volunteer teams in various administrative, fundraising and promotional activities
- Prepared comprehensive itineraries and liaised with various rotating Road Teams comprising a 286-day Journey from St. John's, Newfoundland to Victoria, British Columbia
- Built and nurtured relationships with key corporate and community partners, including healthcare professionals and researchers to promote awareness of The Foundation for Gene & Cell Therapy
- Coordinated national media relations and production of promotional material and annual reports
- Generated strong community support and comprehensive media coverage of the Journey across the country resulting in endowed funds of \$3.3 million for gene research during the 10-month trek
- Awarded a **2000 IABC Virtuoso Award of Excellence** for national communications plan for Jesse's Journey and a **1999 London Ad and Sales Club Gold Award of Excellence** for its successful promotional campaign

Spencer & Golovchenko Communications (December 1995 - November 1997)**Vice President**

- Assisted regional manufacturing clients to cope with impact of downsizing in their organizations by re-assessing respective goals, objectives and strategic planning
- Developed training programs to aid in the achievement of identified client goals
- Delivered workshops on communication, teambuilding, leadership development and change management
- Received positive reports on improvements in level of teamwork and communication in several client settings

The Sunshine Foundation of Canada (September 1989 - December 1995)**National Communications Director**

- Delivered ongoing communication and training to a network of Chapter volunteers across Canada
- Organized regional workshops to educate and motivate volunteers and staff
- Coordinated media relations, produced promotional material and organized Annual Conference
- Orchestrated national news coverage of the Foundation's Dream Program for Special Kids
- Served as Foundation Spokesperson & Media Liaison for 19 'Dreamlifts' to Disney World or Disneyland
- Established and nurtured relationships within the community, corporate and healthcare sectors
- Liaised with hospitals, treatment centres and other referral agencies to promote awareness of The Sunshine Foundation to families of special children who qualified for the Dream Program
- Devised, implemented and managed all aspects of the Foundation's National Special Event 'The Sunshine Highway to Dreams', which consisted of a coast-to-coast travelling exhibit in a sponsored transport truck
- Collaborated with sponsor Marketing Communication Inc. in the creation of an innovative video supporting the Event, which won a **1995 London Ad & Sales Club Gold Award of Excellence**

CJBK-BX93 Radio (April 1986 - September 1989)**Broadcast Journalist and News Announcer**

- Reported on regular activities of London Police Services, School Boards and London Transit Commission
- Founded strong media relationships with key contacts as both the Police and Education Beat Reporter
- Covered a variety of regional news assignments; prepared and delivered newscasts
- Interviewed newsmakers and authors to produce bi-weekly documentaries for a Weekday Magazine
- Represented CJBK/BX93 at an International Broadcasting Forum hosted by Walt Disney World

CIXX Radio Fanshawe (September 1984 - April 1986)**Student News Director**

- Effectively coordinated newscast/reporting schedules and managed student teams on the College radio station; Voted 1986 **Broadcast Journalist of the Year** by staff and peers at Fanshawe College
- Exceeded course objectives as a proficient writer, editor and newscaster; Awarded a 1985 National Scholarship by the **Radio Television News Directors Association (RTNDA)**
- Honed journalistic skills as a part-time reporter for CFPL Radio 98/FM96; Received the **Rogers Cable Television/Consumers Association Award** recognizing academic standing and community contributions

COMMUNITY LEADERSHIP

- Eldon House Heritage Museum Volunteer at Lectures/Workshops (2010-2012); Producer, *Christmas at Eldon House* Living History Play & DVD
- International Association of Business Communicators (IABC London Chapter) Senior Mentor to aspiring communications professionals; International Awards Program Judge (2010-2012)
- Eldon House 175th Anniversary Committee City of London Representative on Yearlong Celebration Committee (2009-2010)
- Public Sector Communicators Group Mayor's Office/City of London Representative (2007-2010)
- Mayor's Sustainable Energy Council (MSEC) Staff Resource (2007-2010)
- Mayor's Task Force to End Woman Abuse Project Manager (2006-2010)
- Forest City Writers Key Contact (2006-2011)
- IABC London President (2004-2005), plus 7 years on Board Executive
- Adopt-a-Doc Recruitment Task Force Project Manager (2004-2005)
- King's University College Alumni Association President (2003-2005), plus 8 years on Board Executive
- St. Aidan's Outreach Committee Chair (2002-2006), plus 6 years on Committee Executive
- Canada Summer Games Committee Marketing Team Member (2000-2001)
- Western University Choices Conference Speaker (2000) Alumni Western Women's Conference
- London Board of Education Speaker (2000) Educational Conference on Change
- London Chamber of Commerce Member; Business Before Business Group (1999-2000)
- Rogers Community Television Volunteer Interviewer and Moderator (1985-1995)

RECREATION AND LEISURE

Theatre, music, history, reading, freelance writing, mystery writing, dancing, golf