

Committee: **London Police Services Board**

Organization/Sector represented:

Name: **Susan Goebel**

Occupation: **Business Owner**

Work experience: **Within the 18 months, I left my corporate VP role, returned home to London, and launched my own enterprise. I help bioscience and medical specialists get their products to market within Canada and abroad. I served as a founder (with former Bioniche executives) and VP Operations at NovaVive Inc. in Napanee from 2014 – 2017. I held several progressive appointments within Bioniche Life Sciences Inc. in Belleville from 2001 – 2014.**

Education: - **Honours Bachelor of Science Degree (Ecology & Evolution) from Western University - Bachelor of Science Degree (Biology & Environmental Science) from Western University - Master's Degree (Veterinary Epidemiology & Public Health) from Royal Veterinary College, University of London - Courses: Organizational Behaviour, Fundamentals of Marketing, High-Ticket Closing**

Skills: **My verbal and written communication capabilities are strong. From explaining complex topics, sharing new information, and gaining consensus to negotiating contracts, testifying in court, and addressing budget committees, I am clear, on-point, and engaging. To add to this, I have seasoned operations, business planning, budgeting, and vendor / contractor / consultant sourcing experience. I feel this can be used to make fiscally responsible decisions. Throughout my career, I have played a key role in human resources needs. I am comfortable in personnel screening, interview, and selection along with collective agreement negotiation and settlement.**

Interest reason: **I am proud that I was born, raised, and educated in London. I am confident I can add to the calibre of delivery of the Police Services Board's mandate by harnessing my skills, knowledge, and abilities. Growing up with a father who served for 30+ years, I am aware of many aspects of the LPS. My dad, Fred Goebel, retired as Deputy Police Chief in 1999. Because of this, I bring an appreciation of frontline and more senior level challenges and situations affecting LPS.**

Contributions: **It's my operational skill-set that lends itself to this responsibility. I offer the ability to contribute to multimillion-dollar budgeting and business planning, labour / human resources management needs, policy development, and legal considerations. As proud as I am of these core functions, I can unbiasedly shift my vantage point to consider issues brought forward by the LPS membership.**

Past contributions: **In 2015, I completed a my multi year term as the Chair for Catundra Daycare Centre's Board of Directors. I founded and operated the Global Legacy Foundation in 2007 with the aim to financially assist those undergoing Assisted Human Reproductive procedures. I served as Treasurer for NovaVive USA's Board of Directors during my active time with the company.**

Interpersonal: **My references will confirm that I value and subscribe to transparency, accountability of self and others, ethical practices, and active listening. Over the years, I have worked and volunteered successfully with individuals from diverse professional levels, lifestyles, cultures, religions, and beliefs. It is my hope that this level of interpersonal agility and emotional intelligence can be of use on the Board.**

Interview interest: **Yes**

Susan Goebel, M.Sc.

Nov 16, 2018

City of London Boards, Commissions and Committees
300 Dufferin Avenue
London, ON
N6A 4L9

Dear Selection Committee,

With a passion for police services, the City of London, community investment, and board functions, I am submitting my candidacy to join the Police Services Board. The background I offer is a unique blend of bioscience research and development along with corporate operations such as business development, policy, budgeting, legal implications, and human resources functions.

My ties to the City of London run deep. I was born and grew up here just like my previous 3 generations did. After attending A.B. Lucas Secondary School, I completed 2 of my 3 degrees at Western University. For more than 30 years, I watched my father enjoy his career with the LPS. He retired as Deputy Police Chief in 1999. I could offer my skill-set to any community but I have recently returned home and will remain here permanently. Currently, I work for myself coaching medical professionals and academics how to bring their products to market.

My last corporate role was VP of Operations of NovaVive Inc. based in Napanee. As one of the founders, we introduced immunobiology-based technologies to address unmet veterinary medical needs. Because of my business drive, the products are now marketed in the US, Canada, New Zealand, and Australia.

Previously, I held progressive appointments within Bioniche Life Sciences in Belleville spanning research and development oversight and business management for the Global Animal Health, One Health, and Animal Health Export business units. Before being downsized in 2014, I reported directly to the President as E. coli Project Manager.

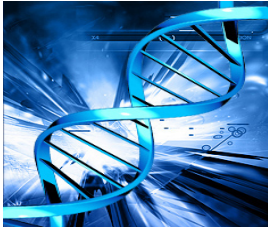
I hold double Bachelor of Science Degrees (Ecology & Evolution / Biology & Environmental Science) and a Master's Degree in Veterinary Epidemiology and Public Health via the University of London rounds out my education.

Other than remaining a shareholder with NovaVive and working remotely part time for myself, I have no commitments. I would certainly be available to attend all required meetings and events. It would be a privilege for me to share how I can materially contribute to the Police Services Board in an interview. Thank you for your time and attention.

Sincerely,

Susan Goebel
Enclosure: Résumé

Police Services Board Candidate



A relentlessly detailed and diligent biotechnology leader and entrepreneur is eager to share skill-set with the City of London's Police Services Board. Background includes the strategic management of bioscience research and product development. Operational expertise spans business planning, budget administration, human resources management, policy review, and legal considerations. Values community involvement and charitable work. An articulate, engaging communicator and influencer in meetings, during presentations, while giving expert testimony, throughout negotiations, and when seeking consensus.

CAREER TRACK

Susan Goebel, (2017 - Present)

PRESIDENT

Business Strategy, Published Author, High Ticket Closer

A leader in business strategy and entrepreneurship dedicated to generating revenue for clients through innovation, the right strategy, and closing high ticket sales. Works with variety of businesses from relationship management to 'done for you' business packages to expand, scale up, and add value.

- Approached by client to serve as Director for the company's popular 'High Ticket Program'. Handle full cycle components from enrollment to delivery to customer service support to completion.

Positioned client to grow a company from \$0 to 8-figures in 1 year.

NovaVive Inc., Napanee, ON (2014 - 2017)

VICE PRESIDENT OPERATIONS

Founded with 5 peers to introduce scientifically sound immunobiology-based technologies and address unmet veterinary medical needs. Portfolio includes finance, legal, corporate, IT, HR, quality and manufacturing for all 4 entities: NovaVive Inc. (Canada), NovaVive USA Inc., NovaVive Australasia Pty Ltd, and the investment arm NovaVive Ltd Partnership.

- Formed all corporate systems using subcontractors and subject matter experts resulting in savings of \$150K annually.
- Detail oriented work with various regulatory bodies has allowed smooth transitions from the previous owner to NovaVive Inc. ensuring all products were able to be marketed in the US, Canada, New Zealand, and Australia.
- Treasurer for NovaVive USA Inc. Board of Directors.

Global sales and marketing efforts fueled sales increases 250% in just over 2 years.

Bioniche Life Sciences Inc., Belleville, ON (2001 - 2014)

E. COLI PROJECT MANAGER ('07 - '14)

Accepted the President's invitation to steer the *E. coli* O157 project to achieve global commercialization with a \$1M budget. Nurtured government relations. Analyzed market research. Reported on One Health Safety projects. Ensured contractual obligations were met.

- Continuously generated awareness and coordinated with experts with the aim of gaining funding approval.
 - Lobbied the federal government including the Prime Minister's Office to create a national cattle vaccination program against *E. coli* O157 using Bioniche's product.
 - Gave expert witness testimony at Standing Committees in Ottawa with as little as 36 hours' notice.
 - Repeatedly requested to sit on independent expert advisory panels (e.g. XL food recall) for testimony and advice.
 - Met with, networked and created a rapport with senior level government officials, academia, health services, decision makers, end users, specialized consultants, and key influencers.

Executive Competencies:

- ☑ Operational / Corporate Leadership
- ☑ Budget & Contract Administration
- ☑ Agency / Government / Public Relations
- ☑ Sales, Marketing & Business Development
- ☑ \$MM Funding Letters of Intent
- ☑ Collective Agreement Negotiations
- ☑ R & D / Product Development
- ☑ Product Innovation & Commercialization
- ☑ Project Management & Delivery
- ☑ Mergers, Acquisitions & Integrations

During tenure, applied for, acquired and administered \$35M in funds for strong food safety operations, manufacturing capacity and public health research in Canada.

Susan Goebel, M.Sc.

CAREER TRACK Continued...

BUSINESS MANAGER: ANIMAL HEALTH EXPORT DIVISION ('04 - '07)

Approached by Division's President to revitalize the business performance and meet the Board's expectation to aggressively pursue sales products. Created the vision and defined the strategy while leading a small customer service team. Took over business development, product development, marketing, budgets, customer support, and all administration.

- Researched and negotiated terms to sign on new distributors. Mapped out contract specs for the legal department's formalization. Attended licensee arbitrations when needed to assist the Food Safety Division's *E. coli* Technology Committee.
- Within a 3-year timeline:
 - Extended geographic reach of product registrations to Asia, Latin America and Africa.
 - Doubled sales from \$600K to \$1.2M.
 - Sought and secured \$10M in external funding.

Paved the way for Global Animal Health business to top \$30M in annual sales in Europe, Canada, US and Australia.

PROJECT COORDINATION: ANIMAL HEALTH, RESEARCH & DEVELOPMENT ('02 - '04)

Held the reins for Research and Development projects in the areas of food animal vaccines, reproduction and immunology. Tracked and located external funding (i.e. SR&ED, IRAP & TPC). Coordinated extensively with internal and external legal council and played a key role during due diligence proceedings for mergers/acquisition of businesses and technologies. Attended audits from Revenue Canada and independent third parties. Consistently conducted market research to uncover new business development opportunities.

- Captured \$5M in external funding from well-crafted program applications for federal and provincial grants.
- Successfully acquired one business for \$700K which brought in annual net revenues of \$2.8M and a 50% gross margin after integration, and one global product for \$400K which netted \$1.3M annually with a 40 % gross margin currently.

EDUCATION

Honours Bachelor of Science Degree (Ecology & Evolution) - *University of Western Ontario, London, ON*
Bachelor of Science Degree (Biology & Environmental Science) - *University of Western Ontario, London, ON*
Master's Degree (Veterinary Epidemiology & Public Health) - *Royal Veterinary College, University of London, UK*

Organizational Behaviour - *Niagara College*
Fundamentals of Marketing - *Canadian Management Centre*
Competent Communicator - *Toastmasters*
High-Ticket Closing™ - *Dan Lok*

TECHNOLOGY

MS Office Suite • Sage Accounting • MS Project • Cloud Computing • CRM Applications • Social Media

COMMUNITY INVESTMENT

- ☑ In 2007, founded and registered the charity named the "Global Legacy Foundation". Keep up the aim of financially assisting those undergoing Assisted Human Reproductive procedures and supporting scientific research. Made submission to the CRA's Charities Directorate to expand the foundation's purpose. Sourced investors for a new healthcare app in the field of human reproduction to improve access to services in Canada.
- ☑ From 2013 - 2015, served as Chair, Board of Directors for Catundra Daycare Centre. Reviewed and tracked the Centre's operations and finances. Participated in staff collective agreement negotiations. Coordinate special events.
- ☑ For 7 years, directed in-house coffee funds to support of Bioniche Foundation's commitment to Breast Cancer Research.

Publications and presentations addendum available upon request.