

City of London - Application for Appointment to a City of London Board or Commission

Application

Please choose the Board or Commission you are interested in serving on: **Covent Garden Market Corporation Board of Directors**

Contact Information

Name: **Barbara Maly**

City: **Mount Brydges**

Province: **ON**

Postal Code: **N0L 1W0**

Experience and Qualifications

If you have experience on a London Board or Commission, please provide dates and details. (max. 3000 characters):

BOARD & COMMITTEE APPOINTMENTS

City of London's Community Recovery Network Committee – 2020-2021
Infrastructure Canada Smart Cities Challenge - Committee Member 2017-2020
Small Business Enterprise Centre – Guelph-Wellington- Board Director 2015-2020
Innovation Guelph Regional Alliance Committee – Member 2015-2020
Guelph Business Retention & Expansion Advisory Committee – Chair 2013-2016
Guelph Chamber of Commerce – Agri-Food Committee Chair 2012-2017
Ontario Food Cluster
Member 2010-2020
Co-founder & Chair 2010-2012
Ontario Agri-Food Technologies – Committee Member 2006-2016
BioEnterprise Inc. – Board Director 2006-2012
MaRS Landing – Board Director 2006-2009

What do you hope to contribute or learn as part of a Board or Commission? (max. 3000 characters):

I hope to contribute some of my knowledge, expertise and networks that I have gained in the various roles I have had in the agri-food sector and municipal government. I have over 28 years of combined experience in the private, public, non-profit and academia sectors. I am currently the Executive Director at Downtown London BIA and have held this position since 2020. I also have over 14 years of municipal leadership at the City of Guelph where I started as their Agri-Food and Life Science Specialist in the Economic Development department and then became the Manager of Economic Development in 2015. Prior to that I worked for 6 1/2 years at the Guelph Food Technology Centre at the University of Guelph, as a Food Scientist and then a year later, developed and led their Business Development Department as Manager of Business Development. While with GFTC I worked with a number of agricultural producers, restaurants, chefs, small food business start-ups and large to medium food and beverage businesses, helping them commercialize and bring to market new food and beverage products as well as delivering a number of educational workshops. Prior to that I worked at Nabisco Brands/Kraft Foods for 11 1/2 years starting as an Agricultural Research Technician and later advancing to become a Food Scientist developing Aylmer, DelMonte and Primo food and beverage products. I also grew up on cash crop and beef farms and still occasionally contribute to my family's farms.

How will you support the work of a Board or Commission? (max. 3000 characters):

Understanding that CGM is currently developing their new strategy, I believe I can contribute significantly to the organization as I have led and contributed to numerous

strategies, community plans, business transformation and continuous improvement plans. Some highlights of these plans that I developed and contributed to include:
Downtown London's Strategy - Downtown London Reimagined
Guelph's Agri-Food and Innovation Strategy
Guelph's Economic Development Strategy
Grow Guelph - Business Retention and Agri-Food Marketing Plan
Guelph-Wellington Agri-Tourism Strategy - TASTE REAL
Smart Cities Challenge - Canada's First Circular Food Economy in Guelph
Ontario Food Cluster which brought together more than a dozen economic development agencies from South Western Ontario to attract new food businesses to the region
Guelph Food Technology Centre Business Development plans
I have also sat on many board and understand board structures, policies and bylaws and the governance roles boards play
I have networks in the agri-food sector that I would be happy to share with the CGM board and staff team

Please describe additional experience, training, or community involvement that will help you in your role as a Board or Commission Member. (max. 3000 characters):

I have been involved and volunteered for the follow community organizations:

Diabetes Canada

Canadian Heart & Stroke Foundation

Canadian Mental Health Association

United Way

4-H Canada

Upper Grand District School Board

I also have completed public relations, marketing and several leadership programs as detailed in my resume.

Attach resume or other document here, if needed: **B Maly Resume 2021 (1).pdf**

Attach more files here, if needed:

Confirmations

I declare the following: **I am at least 18 years old.; I am not a City employee or Council member.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Word of mouth**

If you selected 'Other', please specify:

Submitted on: **10/19/2022 4:32:46 PM**

BARBARA MALY

MOUNT BRYDGES, ON, N0L 1W0

QUALIFICATIONS SUMMARY

- Multi-disciplinary and results oriented community leader and economic developer with proven skills in municipal government, academia, private, not for profit sectors and leading cross departmental teams, strategic initiatives and planning and policy development
- Skilled communicator and collaborator with extensive networks and strong abilities to quickly develop rapport, trust and buy-in across corporate departments, higher levels of government, academia and external stakeholders and partners

EMPLOYMENT HISTORY

DOWNTOWN LONDON – London, ON

EXECUTIVE DIRECTOR

FEB 2020-PRESENT

- Working with two boards (London Downtown Business Association and Main Street London), staff and over 1000 business members, I am leading the organizations' new strategic and operational plans, that will bring about transformational changes in the downtown and core area when completed in September 2021
- Promptly created a COVID Response Action Plan, three weeks after stepping into this new role. This required an immediate restructuring of the annual budget, staff resources and bringing community and City partners together to coordinate and leverage our collective efforts to deliver immediate and longer term COVID responses and programs for the community
- Fostered supportive and value-based leadership and implemented new operational practices/policies, work plan frameworks and a performance development program, transforming a staff team to one that is becoming more empowered, productive and goal-oriented
- Actively engaged with various levels of government, industry associations and multiple stakeholders to influence and advocate for our members' financial and business needs. This has resulted in the establishment of new government supports and funding programs, quick adoption of new technologies and e-commerce solutions for business, as well as rapid response protocols at London's City Hall to temporarily adjust municipal policies and bylaws to remove business barriers during the pandemic
- Created an educational program and series of virtual webinars for our business members to learn about new funding programs, pivoting their business models to adopt new technologies, e-commerce and adapt their marketing plans and their product and service offerings in a COVID safe way, during government restrictions
- Co-chaired the Downtown Recovery Roundtable for the Mayor's London Community Recovery Network, working with over 60 community organizations to collaborate on short and long term action plans for COVID recovery in the downtown business district
- Enhanced stakeholder relations, carrying out numerous business meetings, delivering presentations and speaking at various government meetings, round table discussions and AGMs

CITY OF GUELPH BUSINESS DEVELOPMENT & ENTERPRISE SERVICES, Guelph, ON

ECONOMIC DEVELOPMENT MANAGER	2015-2020
BUSINESS RETENTION & EXPANSION MANAGER	2012-2015
BUSINESS DEVELOPMENT OFFICER – AGRI-FOOD AND INNOVATION	2006-2012
EXECUTIVE DIRECTOR GUELPH PARTNERSHIP FOR INNOVATION	2006-2008

- Provided leadership to the City of Guelph's business development and economic development services department including the development and oversight of a staff team, programs, and budgets targeted to advance investment attraction and expansion in the city's manufacturing, agri-food, life sciences, information technology and clean technology sectors
- Directed high performing teams and established new staff roles that helped achieve corporate objectives
- Led and facilitated enterprise wide continuous improvement and customer service programs with cross departmental teams from Planning, Engineering, Building, Finance and Human Resources services areas to streamline development approval processes, reduce red-tape and improve customer/stakeholder engagement
- Developed and implemented economic development and municipal strategies including: Guelph's Economic Development Strategy, Guelph's Agri-Innovation & Life Science Strategy, *Invest in Guelph* Marketing Strategy and the EDCO award winning Grow Guelph Business Retention & Expansion program to name a few
- As part of the City's Chief Administration Office Smart Cities team and working with the University of Guelph, Conestoga College and Wellington County, we developed a successful proposal and secured \$10 million in federal funding through Canada's Smart City Challenge to become *Canada's First Circular Food Economy*
- Prepared government funding proposals and secured over \$12 million in government grants and matched funding to deliver economic development programming
- Hosted and led numerous incoming and outgoing international trade missions working closely with trade consular offices, academic institutes, businesses, government and community stakeholders to attract foreign direct investment, develop new supply chain opportunities and industry-research partnerships
- Together with the University of Guelph, co-founded the *Ontario Food Cluster*, a consortium of provincial/federal government and 12 regional economic development agencies across Southern Ontario to build capacity and coordinate Ontario's agriculture and food regional assets and ecosystem to attract investment and support business retention
- Managed City owned industrial lands and sales and prepared offers to purchase and agreements of purchase and sales, working closely with legal and realty services and facilitated engineering and infrastructure requirements, planning approvals for land sales exceeding \$11million.
- Worked closely with City technical staff including planning, building, engineering, environmental services on new commercial and industrial developments and investments and facilitated clients through various municipal processes
- Prepared briefing notes, council reports, investment proposals and delivered presentations to various audiences including business executives, City Council, higher levels of government and stakeholders
- Prepared and managed procurement agreements, program procedures, memorandums of understanding & grant proposals
- Championed and led the strategic planning and programming for *Guelph Partnership for Innovation*, one of 12 Ontario Regional Innovation Networks (RINs), mentoring and working with early stage companies and industry, academia and governments to commercialize academic research and innovation into economic potential.

GUELPH FOOD TECHNOLOGY CENTRE, University of Guelph, Guelph ON

BUSINESS DEVELOPMENT MANAGER

2001- 2006

SENIOR PRODUCT DEVELOPMENT SPECIALIST

1999-2001

- As part of a University of Guelph, Ontario Ministry of Agriculture and Food and industry led food and innovation centre, I created and led collaborative research projects and teams consisting of technical staff, university faculty and researchers and industry consultants to carry out research and development projects and provide technical consultation to industry clients and entrepreneurs
- Established and directed the first business development division for the organization and increased company sales by over 70%
- Kept apprised of various provincial/federal funding programs for business and innovation support to agri-food entrepreneurs, rural businesses and small/medium sized food and beverage businesses
- Created certificate courses and curriculum for a variety of workshops and courses targeted to industry professionals, post-secondary, graduate students and entrepreneurs
- Led continuous improvement and client services review across multiple service areas and departments and adopted new technologies and established account and project management protocols and delivered related staff training
- Prepared grant proposals and administered government sponsored research projects, course curriculum and training. This program resulted in just over 170 entrepreneurs and SMEs successfully introducing over 80 new value-added agri-food products into the market, contributing an estimated \$30 million of economic benefit to Ontario's agri-food industry
- Developed an extensive network of business support resources including academic researchers/research programs, industry specialists and provincial and federal government ministries
- Successfully facilitated business clients with the review, writing and submission of federal and provincial government grants and financing proposals

NABISCO LTD/KRAFT CANADA, Burlington, ON and Dresden, ON

FOOD SCIENTIST/SENSORY EVALUATION AND CONSUMER RESEARCH LEAD

1991 – 1999

PRODUCT DEVELOPMENT TECHNICIAN/AGRI-FOOD RESEARCHER

1989 – 1991

- Project managed corporate research and development of food, beverages, food packaging and process development projects from concept, bench-top, pilot trials to full commercialization
- Managed production set-up and commercial plant runs at various plants and co-manufacturers
- Led the corporate food sensory evaluation and consumer research program which included managing consumer taste panels, focus groups and surveys
- Conducted agricultural research and breeding trial programs for corn, beans, peas and tomato varieties
- Communicated and worked across various departments and suppliers on the innovation and design of new products and provided technical assistance and consultation to corporate senior management
- Recruited, trained and coached product development technicians and received high student ratings (University of Guelph survey) for quality and quantity of supervision
- Prepared written reports and delivered presentations to corporate departments and customers

EDUCATION

UNIVERSITY OF WESTERN ONTARIO	
Professional Certificate – Communications and Public Relations (In-progress)	2020- present
Professional Certificate – Leadership	2014-2017
MUNICIPAL LEADERSHIP	2012-2017
Managing Employees in a Unionized Environment; Knightsbridge Leadership Development; Harvard Manage Mentor; Guelph –Wellington Leadership Program	
UNIVERSITY OF WATERLOO	2007
EDAC Economic Development – Level 1	
CORNELL UNIVERSITY	1992
UNIVERSITY OF GUELPH	1987-1991
Bachelor of Applied Science (Honours)	
Consumer Studies – Food and Marketing specialization	
PROFESSIONAL DEVELOPMENT	Ongoing
Public Relations, CRM software, CPSA Sales, Customer Service, Sales and Account Management, Digital Marketing and Communications	

BOARD & COMMITTEE APPOINTMENTS

• Infrastructure Canada Smart Cities Challenge - Committee Member	2017-2020
• Business Enterprise Centre – Guelph-Wellington - Board Director	2015-2020
• Innovation Guelph Regional Alliance Committee – Member	2015-2020
• Guelph Business Retention & Expansion Advisory Committee – Chair	2013-2016
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