

WYNFORD GROUP, PRESIDENT

GAIL E. EVANS MBA CHRP

Gail is President of **THE WYNFORD GROUP** and has worked in the field of Human Resource Management for over 20 years. Prior to founding **THE WYNFORD GROUP** in 1991, she honed her compensation and performance strategies at major energy industry companies, such as Gulf Canada and NOVA Corporation, where she led the compensation group. From this base she has developed a solid reputation in providing consulting services including; Strategic Management, Compensation Strategies, & Performance Effectiveness.

She has played a lead role in major compensation design and development projects for organizations in Western Canada in a broad range of industry sectors including Construction, Engineering, Energy, Energy Services, Financial Services, Retail, Technology and Software Development as well as Public Sector and Not for Profit.

She is well-known for developing and conducting customized and broad-based surveys including The National Canadian Compensation Surveys, which includes 5 surveys covering over 600 positions, as well as the Canadian Human Capital Benchmarking Survey and the recent Causal Model HR Metrics Study. As a consultant she focuses on Leveraging Business and People Strategies through:

- ❑ **Total Compensation & Reward Strategies**
- ❑ **Executive Compensation Strategies**
- ❑ **Attraction & Retention Strategies**
- ❑ **Accountability Banding and Performance Processes**
- ❑ **Human Capital Benchmarking & Diagnostics**

Recent Gail has lead a team in developing HR Konnectz, which is a suite of on-line tools to support Human Resource Infrastructure development and management including:

- ❑ **Role Profile Builder**
- ❑ **Accountability Banding Classification System**
- ❑ **Accountability and Performance Management System**

Gail received her MBA from the University of Calgary, and has published numerous articles on Performance & Reward Strategies as well as Human Capital Metrics in national and international publications. In addition, she is a frequent presenter for professional groups such as BCHRMA, HRPAC, HRAC, HRIA, BCTIA, Canadian Advanced Technology Alliance (CATA), Canadian Information Processing Society (CIPS), Petroleum Services Alliance of Canada (PSAC), WorldatWork (Canadian Compensation Association), and numerous professional associations across Canada.

Gail is currently a member of the Board of Directors for the Human Resource Institute of Alberta (HRIA).



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