

## MARK CROCKER, MBA, DIPM ACIM

With 28 years of business experience working for FTSE 100 companies in the UK, Mark Crocker is well versed in a broad range of disciplines including sales and sales management, contact centres, change management, project management, product, brand, CRM and strategy. Mark's educational background includes an MBA (International Strategy) and a Professional Postgraduate Diploma in Strategic Marketing.

Mark has worked with public, private and not-for-profit organizations on a wide array of strategic and business planning efforts. He has also completed international consultancy work in Thailand and Peru.

Consulting in Alberta for the past three years, Mark has applied his strategic perspective and developed practical solutions for many Alberta companies, working on a range of significant change projects, executive and leadership coaching, strategy development projects and HR programs.

His particular focus is in the following areas:

- **Strategic Organizational Development based on business strategy**
- **Re-engineering Projects**
- **Change Management and Change Interventions**
- **Organizational Assessment & Diagnostic Analysis**
- **Organizational Design**

Mark has published papers and has undertaken public speaking engagements on a wide range of business subjects both in the UK and Canada.



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