

## WYNFORD GROUP, CEO

### GAIL E. EVANS MBA CHRP

Gail is the CEO of THE WYNFORD GROUP and has worked in the field of Human Resource Management for over 30 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 (now Conoco Phillips) and NOVA Corporation (now TransCanada Pipelines) where she led the Compensation group. From this base she developed a solid reputation for developing creative solutions for Human Capital Issues through her consulting services in the areas of Strategic Management, Total Reward Strategies, & Performance Effectiveness.

She has played a lead role in major compensation design and development projects for organizations across Canada in a broad range of industry sectors including Construction, Engineering, Technology, Energy, Financial Services, Retail, as well as other sectors. As business has become more North American focused, Gail has also worked on an increasing number of cross border projects in Canada.

She is well-known for conducting customized and broad-based surveys and including the national Canadian Salary Surveys, which she initiated in 1997. This suite of 7 surveys started with Technology and Engineering and has now grown to include the only National Construction Compensation Survey in Canada and industry specific surveys for Architecture and Aviation.

As a consultant she focuses on Leveraging Business and People Strategies through:

- **Total Reward Strategies**
- **Executive Compensation Strategies**
- **Attraction & Retention Strategies**
- **Human Capital Benchmarking & Diagnostics**

More recently Gail led a team in developing The Accountability Banding Classification System, which is part of the a suite of the HR Konnectz on-line tools to support Human Resource Infrastructure development and management.

Gail received her MBA from the University of Calgary, where she published her thesis on *Human Resources Planning in a Downturn Economy in 1985*. Since then she has published numerous articles on Performance & Reward Strategies in national and international publications. She is a frequent presenter for professional groups such as CPHR AB & BC, HRPA, WorldatWork, Canadian Advanced Technology Alliance (CATA) and Petroleum Services Alliance of Canada (PSAC) and numerous other professional associations. Gail served as a Director on the Human Resource Institute of Alberta Board (CPHR AB) and as a representative on the national committee for the Council of Canadian Human Resources Association and is currently a Board Director for the Alberta Diabetes Foundation and Chairs the Calgary Chapter.



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