

JAMES WAYNE

124 James Blaine st, Cambridge, Ontario | 123@wso.ca | +1 674 899 9391

EDUCATION

- 2015-2016 **Master in Strategy, Innovation and Management Control, [target university], Double Degree Candidate, East Europe**
- Specializing in Strategic Management and Innovation - Thesis with the Institute of Entrepreneurship and Innovation
 - Junior Consultant with international firm based in East Europe
- 2014-Present **Master of International Business, [Target University], Double Degree Candidate, Barrier, Ontario**
- Specialized in Global Strategy, 3.6 GPA
 - Entrepreneurship Competition Finalist – top 8 amongst North American teams: [Company similar to plated.com]
 - Recipient of the Business of the year award: [Company I co-founded]
 - Certificate in Responsible Leadership Candidate – Selected by the Centre of Social Impact – Worked with an Ashoka Fellow
 - DECA U Provincial Case Competition Judge
 - Recipient of the [Target University], Entrance scholarship
- 2009-2014 **Bachelor of Management and Organizational Studies, [Target University/non target program] Winnipeg , Ontario**
- Specialized in Global Commerce and Economics, 3.3 GPA
 - First year Orientation Leader 2010-2012, Student Council 2010-2011
 - Recipient of the International Study Award—presented to 12 students annually who best displayed global leadership
 - Recipient of the Graduating Class Community Spirit Award—chosen out of 1200 students

PROFESSIONAL EXPERIENCE

- Summer 2015 **Summer Analyst, Tandent Group, Waterloo, Ontario**
- Worked part time as a performance analyst reporting to the operations manager of a fleet maintenance management firm
 - Analyzed key performance indicators, leading to improved customer service levels and reduced operational risks
 - Recommendations led to the restructuring of the KPI mix and the termination of \$75,000 in underperforming accounts
- 2014-Present **Project Lead, [company], Saskatoon, Ontario**
- Led a team of six on an eight month engagement with a 12 million dollar waste management firm
 - Submitted a 60 page global market entry feasibility, drawing together secondary research and primary research that assessed a viable entry location; this analysis included interviewing industry experts, assessing the firm internal capabilities and market sizing the target location
 - Presented our recommendations and insights to senior management through creative story boarding
- 2014-2015 **Consumer Insights and Branding Lead, [Company similar to plated.com], Barrier, Ontario**
- Worked alongside the two founding members on branding and marketing for an start up in its pre-launch stage
 - Re-created the entire branding position and brand story, re-designed the consumer experience and interaction
 - Developed a strategy that prevented consumers outside of sale regions from placing orders while gaining consumer insights

LEADERSHIP ACTIVITIES

- 2014-Present **Co-founder and Chief Strategy Officer, [Company I co-founded], Barrier, Ontario**
- Co-founded a business that serves as an intermediary between students and a local dry cleaner
 - Pitched the idea to vendors and negotiated pricing terms that lead to selling prices up to 30% lower than the city average
 - Oversee and delegate an executive of 10 managers who run day-to-day operations and support business development
 - [Company has generated over 3k in revenue and serviced over 100 students; [Company] community initiatives have led to the collection 50 pieces of high quality business attire and raised over 1k in donations for the charity "HIDDEN"
- 2014-Present **Mentor and Director, [Organizaiton] Vancouver, Ontario**
- Served as a mentor for high-school and university students, provided guidance on academics, social life and career interests
 - Pitched to the board trustees the idea of creating a nationwide platform that connects black Canadian students with professionals, industry leaders for mentorship; currently overseeing the development of the platform

ADDITIONAL SKILLS & INFORMATION

- Technical: Advanced in: Microsoft Word, Excel, PowerPoint and Familiar with: SPSS, Financial Modelling/Valuation
- Language: Professional proficiency in German and elementary proficiency in French
- Other: Passionate about weight training; avid NBA/NFL fan; self-funded education by working part-time throughout