

Shelly Berlin, MBA, CMC



BACKGROUND

Shelly Berlin is a Certified Management Consultant who has been in the practice of management consulting since 1987. For eight of these years, she worked for two of the 'Big 5' accounting firms, Andersen Consulting and Price Waterhouse. In 1996, and with a keen desire to apply private sector skills to the public sector, Shelly moved to Victoria and incorporated Berlin Eaton.

Shelly received a Bachelor of Arts Degree in Psychology from the University of Alberta in 1982, and a Master's Degree in Business Administration from the University of British Columbia in 1987.

In 1982, Shelly was selected as one of ten Canadians from across Canada to participate in Walt Disney World's inaugural World Showcase Fellowship Program in Orlando, Florida. Over this time, she studied the management and philosophy of the Disney organization. This experience shaped her overall approach to organizational effectiveness.

Immediately following her graduation from UBC in 1987, Shelly began her professional career as a management information consultant with Andersen Consulting. Two of her most exciting projects were developing an alumni information system for the University of British Columbia's Alumni Association, and developing a marketing information system for Shell Oil and Gas in Kuala Lumpur, Malaysia.

Following Andersen Consulting, Shelly joined Price Waterhouse where she spent six years consulting to both the private and public sectors focusing on strategic planning, human resource development and change management, nationally and internationally, with a focus on the tourism and forest sectors. A natural multi-tasker, Shelly managed several complex projects involving multiple stakeholder groups, and during this time gained significant exposure to and respect for the public sector.

Shelly left Price Waterhouse as a Senior Manager to work with a variety of organizations including Tourism British Columbia and Northwood Pulp & Timber. In 1996 Shelly moved to Victoria where she incorporated Berlin Eaton - with a mission to help clients build highly effective, continuously improving organizations.

EDUCATION and DESIGNATIONS

- **Certified Management Consultant (1993)**
- **Master of Business Administration (1986)**
- **Bachelor of Arts, Psychology (1982)**

SELECTED ENGAGEMENTS

Ministry of Forests – Continuous Improvement Project 1999-2005

The Ministry of Forests and Range delivers programs that contribute to a vibrant, sustainable, globally competitive forest industry.

Shelly played an integral project management role in the delivery of a six-year province-wide Continuous Improvement Initiative to the BC Forest Sector spanning branches, regions, and district offices. This engagement included:

- Building capacity in staff and leaders in Continuous Improvement (CI) across the province

- Facilitating the redesign of a wide range of processes while training staff in the principles of CI
- Developing and coaching cross-functional teams and leaders.

St. Michaels University School 1999

Shelly assisted St. Michaels University School in the development of its strategic plan. Since completing this, she has helped renew and implement the plan, conducted surveys of various constituent groups (including parents, faculty and students) and assisted in developing strategies and coaching staff in other key areas of the school.

St. Johns-Ravenscourt School 2006

SJR is an independent JK-12 day-boarding school in Winnipeg, Manitoba. Shelly assisted the Board in the development of its strategy coinciding with a new Head of School. This project involved all elements of Berlin Eaton's methodology, including extensive stakeholder consultations.

BC Public Service 1996-2010

Shelly has been assisting senior leaders in the BC Provincial Government since 1996 from Deputy Ministers to front-line staff. Her work focuses on strategy development and execution. She has undertaken significant projects lasting several years, to coaching assignments lasting a few days.

OTHER INTERESTS

Outside of her work life, Shelly's focus is her family. She is keenly interested in child development psychology and sits on the Board of her daughter's Montessori School.