

LORRAINE KECKER

Lorraine Kecker is a marketing and communications specialist with specific expertise in the promotion of complex tangible and intangible high technology solutions and concepts. Her ability to deconstruct jargon-based rhetoric, convert and crystallize these concepts into daily language is key to her success with a series of high technology organizations. She has developed and executed several demanding marketing plans and programs in both an independent and collaborative environment. Metrics figure highly in determining return on any marketing investment and are judiciously applied and monitored.

Lorraine's experience and background includes service to a broad range of organizations comprising the full spectrum of marketing-branding strategy and delivery of same, as well as management and general business consulting in either a consultative or executive capacity.

She is multi-faceted and multi-skilled and has shown herself eminently capable at developing and executing a demanding marketing plan and program, and equally so at extracting the best efforts from her staff in a management capacity. She is goal-oriented and rises to the challenges of tight time constraints and finite budgets.

In a variety of roles, she has shown herself to be demanding, but sympathetic and supportive, communicative to her peers and superiors, and ever demanding of herself in delivering to objectives. Her innovative approach to problems, attention to detail and good humor under pressure, have created champions for her wherever she has lent her skills and attention.

Lorraine is active professionally as a member of the Canadian Professional Sales Association. She is active in community service in a number of areas.

Lorraine is a passionate lifelong learner with a variety of private studies and interests.



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