
Linda C. Banister, B.Com, MPM, FCMC, CMRP, ICD.D

President

Banister Research & Consulting Inc.

AREA OF PRACTICE



Linda Banister is the President and owner of Banister Research & Consulting Inc., a firm specializing in market research and program evaluation / performance measurement. The firm of 60 full and part-time consultants, surveyors and administrative staff provides full service research services. Linda has practiced as a management consultant with a specialization in research for over twenty years. As President, Linda oversees all aspects of the firm, including financial management, promotion / marketing, human

resources and production and quality control.

Linda is a recognized Evaluation Consultant and is the Past President of the Canadian Evaluation Society - Alberta Chapter. She is also the Past President of the Institute of Certified Management Consultants of Alberta and has sat on the national board of the Canadian Association of Management Consultants (CAMC).

In 2002, Linda was inducted as a Fellow of the Canadian Association of Management Consultants of Canada. CAMC Fellows are broadly recognized as outstanding professionals within and beyond the confines of management consulting. They have been singled out by a combination of peers, clients, colleagues and community members for their integrity, pioneering efforts, innovation and contributions to both the profession of management consulting and the community.

In 2003, Linda was awarded the YWCA Women of Distinction Award in the Category of Business, Management and the Professions. The award is given for outstanding achievement in business and significant contribution in one's chosen profession, to the benefit of greater Edmonton.

In 2004, Linda was awarded her Certified Market Research Professional designation, accrediting her in the field of market research. The designation is held by only a few hundred practitioners across Canada.

In June 2007, Linda was inducted as a Fellow of the Canadian Evaluation Society. As only one of eight Fellows in Canada, Linda is the only recipient from Western Canada and the first female. The Fellowship recognizes lifetime achievement, excellence in practice and contributions to the field of evaluation.

In 2008, Linda obtained her Institute certified designation, ICD.D. The Directors Education Program offered through the Institute of Corporate Directors, enhances knowledge of boardroom practices, board effectiveness and governance practices.

RELEVANT SKILLS

As a senior executive, displays strong leadership skills in the following areas:

- Leadership, mentoring and project management
- Strategic planning, growth management and succession planning
- Understanding of the Alberta apprenticeship and trade system
- Governance practices
- Developing strategies for stakeholder engagement and stakeholder challenges
- Human resource strategies and issues
- Public participation approaches
- Developed relationships with provincial government departments
- Financial statements, analysis, review and accountability
- Communications and public relations, public speaking

EDUCATION

- ICD, Directors Education Program (May 2008)
Masters of Public Management / Masters of Business Administration
University of Alberta (1987)
- Bachelor of Commerce (with distinction)
University of Alberta (1983)

PROFESSIONAL DESIGNATIONS

- ICD.D (Institute Certified Corporate Board Director)
- Fellow of the Canadian Evaluation Society – FCES (2007)
- Fellow of the Canadian Association of Management Consultants – FCMC (2002)
- Certified Market Research Professional – CMRP (2004)
- Certified Management Consulting (CMC) designation – (1991 - Comprehensive Exam Finalist - Top 10 in the Canada)

PROFESSIONAL AFFILIATIONS

- Member, Institute of Corporate Directors (ICD) (2007 – present)
- Edmonton Executive Association (2004 – present)
- Canadian Association of Management Consultants (1991 - present)
- Canadian Evaluation Society (1996 - present)
- Market Research Intelligence Association of Canada (1999 – present)
- Faculty Member, Banff School of Management (1999 - 2005)

BOARD POSITIONS

- Board member, Edmonton Oilers Community Foundation (2004 – present).
Chair, Oilers Community Foundation Legacy Committee (responsible for the planning and development of a new high school for the inner city of Edmonton)
- Board member, Little Warriors Association for Sexually Abused Children (2006 – 2008)
Chair, Research Committee
- Member, Northern Alberta Institute of Technology (NAIT) Presidential Advisory Committee (2007 - present)
- Member of the National Board, Canadian Association of Management Consultants (2000)
- President, Institute of Certified Management Consultants of Alberta (1999)
- President, Canadian Evaluation Society, Alberta Chapter (1996-1999)

COURSES TAUGHT

- Guest lecturer – MacEwan Faculty of Business Marketing program 2007
- Canadian Evaluation Society Survey Methods Course (March 2006)
- Banff School of Management "Evaluation for Non-Profit Organizations" course. April 2001
- Banff School of Management "Evaluation for Non-Profit Organizations" course. March 2000
- Canadian Evaluation Society "Introduction to Program Evaluation." October, 1999
- Banff School of Management "Evaluation for Non-Profit Organizations" course. June 1999
- Banff School of Management "Market Research Methods" course. June 1998.
- Canadian Evaluation Society "Introduction to Program Evaluation." March 1998
- The YMCA Enterprise Centre "How to Write a Proposal" seminar. August 1997
- Canadian Evaluation Society. Facilitated an all-day workshop on "Understanding Program Evaluation." March 1994

Institute of Corporate Director (ICD) Seminars Attended

- Director and Executive Compensation (February 2009)
- Corporate Governance and the Environment – Managing the risks, Exploring the Opportunities (November 2008)
- Maximizing your Director Search: Nomination and Selection Process (June 2008)
- Board and Managements Roles in Corporate Strategy (May, 2008)
- Enterprise Risk Governance – the Role of the Board, Management and Internal Audit (March 2008)
- The Restructuring of Asset Backed Commercial Paper, February 2008

PUBLICATIONS

- “The Privatization of Solid Waste Collection and Custodial Services in the City of Edmonton.” A report commissioned for the Edmonton Chamber of Commerce. November, 1986.

PROJECT EXPERIENCE

Linda has extensive experience in the areas of policy and program evaluation, performance measurement and market research. Refer to www.banister.ab.ca for a list of completed assignments.

PERSONAL

Age: 47 years

Married for 18 years with two children.