

## Crys Vanier

### *Master's in Business Innovation, Project Management Professional™*

Crys is a persistent framebreaker. Over two decades, she has catalyzed teams and leaders in small and large organizations in both the public and private sector. Her key strength is in sparking and modelling change from within - bringing together community, diversity and innovation through open, collaborative leadership. Check out her [visual profile](#).

- Opening her career in banking and capital markets, Crys supported the organizational motivation efforts of a re-structuring industry including direct transition of four dozen staff. Moving into asset management and credit, Crys foresaw consumer debt as a systemic issue and was instrumental shifting her personal portfolio of clients and raising concerns within teams at a financial institution.
- Shifting gears to trade development, Crys climbed into the pros and cons of globalization advising small and medium sized business on international strategy and cross-cultural learning, including a case of a nationalization.
- Then as the lead in investor relations, Crys “made sense” of disparate sources, sectors, operations and functions, to then guide executive management in responding to the needs of the financial community and to educate and influence leaders. Ask about the E.T.F system puzzle she sorted out.
- Crys also managed strategic planning, in a world drowning in data, to anticipate the future and make the right moves for a global design firm.



Crys' multi-sector experience lets her integrate a big picture— change is faster and more complex whether we like it or not—and focus on seizing the opportunities it presents. She uses her diverse skillset and open collaboration to see value from shifting dynamics. By creating a pathway for organizations, teams and individuals to connect and be comfortable with the change, she helps them choose to remain relevant and ahead of the curve or just be prepared and avoid the painful, costly resistance. Yes, Crys relishes the complexity of innovation and interconnectedness of strategy as well as the necessity of bridging to the details and execution in operations.

As for her attitudes of humanness and community, they were founded in a rural Alberta upbringing. An accident in the midst of a successful corporate career also served as a slowly-embraced reminder of life priorities. After leaving the executive lifestyle three years ago to focus on health and family, she returned home to build and test a prototype of changemaking for cities. At the same time, she

- completed an executive Master's in Business Innovation in Europe
- began working in the enigma of municipal innovation, intelligence and citizen changemaking
- established a fitness business to reframe the perception of a naturally human activity and prepare for the demographic wave.

Now it's about out next steps .... where to be most productive in creating the future of active citizenship, capitalism and community. The new model of entrepreneurship and valuing contribution affects the evolution of finance - recognition and transaction of value between people – so she's looking for an opportunity to work together?