

# ***CURRICULUM VITAE***

**CHIE SHIN FRASER**

## **PROFESSIONAL PROFILE**

Educator and strategic management/communications professional with strong operations planning, organizational and financial management background having 20+ years of progressive, diverse experience in multi-stakeholder, international environments, spanning supply chain management, international trade, education, healthcare, non-profit management. Proven track record in leading and managing strategic transformation/restructuring, rebranding and change initiatives with experience in developing/implementing professional accreditation/education programs, and sustainable organizational growth and development strategies.

## **CAREER HIGHLIGHTS**

### ***ACADEMIA/RESEARCH***

#### **VISITING LECTURER**

**2016 - Present**

*University of Naples Federico II, Department of Electrical Engineering and Information Technology (DIETI) – Naples, Italy*

*University of Sannio, Department of Engineering (DING) – Benevento, Italy*

Course Titles: - Strategic Orientation for STEM Research & Writing  
- Technological Innovation: Strategy, Process, Management

#### **RESEARCH FELLOWSHIP**

**2020**

*University of Sannio, Department of Engineering – Benevento, Italy*

**Research topic: "Business models for a device for pressure control and hydroelectric energy production in a water distribution network" –pending Report**

#### ***PUBLIC AFFAIRS & STRATEGIC COMMUNICATIONS CONSULTANT***

**Nov 2022 - Present**

*-to Senator Mariolina Castellone, Vice President of the Senate of the Republic of Italy [Senato della Repubblica] – Rome, Italy*

- Strategic Communications - Strategy, Planning & Implementation
- Content Development, Writing/Editing
- International Media & Institutional Relations
- Public Policy / Global Affairs and Government Relations
- Advocacy and Outreach / Conference/Event Planning

#### ***MANAGEMENT-COMMUNICATIONS-EDUCATION PROFESSIONAL/CONSULTANT***

**2008 to Present**

##### **Project-based services in the following areas:**

- institutional and program internationalization, strategic planning initiatives
- strategic marketing-communications planning and implementation; research, writing and editing (business/economic/financial reports, industrial/business plans, annual reports, research studies, academic writing, marketing collateral, etc)
- education/professional training & courses; content development; business/non-profit management; innovation-entrepreneurship
- specialised translation, editing (French/Italian to English): science/technology, finance/economics, legal/law, literary/creative, etc
- conference/event planning/organization and promotion

### **EXAMPLES OF PROJECTS:**

- Academic/scientific editing for research papers, theses, books, etc
- Patents and related legal/litigation/business documentation in various fields: IT, engineering, medical-life sciences, biotech, etc
- Clinical trials, research study documentation: GIST, Chronic Myeloid Leukaemia, Acromegaly, Cystic Fibrosis, etc.
- Electricity Generation Adequacy Report: Gestionnaire du Réseau de Transport d'Électricité (French Power Transmission Auth)
- Business Plan; Annual Reports, Prospectus for international financial institutions
- Annual Corporate Social Responsibility/Sustainability Reports (for European multinationals eg Gruppo Armani, Groupe Danone)
- Marketing collateral, corporate literature, web content for various sectors: Agrifood, Biotech, Healthcare, Technology, Financial Services, Luxury/Fashion, Beauty, international sports events
- English article coverage for "La Gazzetta dello Sport" (*Corriere della Sera* online sports)
- Policies & Procedures Manuals (Academic/Education Prog, Human Resources); Association Bylaw & Articles of Incorporation

### **WORKSHOPS/SEMINARS/COURSES DEVELOPED/PRESENTED (EXAMPLES)**

- Strategic Orientation for Stem Research & Writing
- Innovation and Entrepreneurship

- Creating Your Space - Enhancing Professional Prospects in the Global marketplace
- Creative Thinking
- Leadership in Strategic Supply Chain Management
- Emerging Trends in Global Supply Chain Management
- Non-Profit Financial Management Best Practices
- Non-Profit Board Governance Best Practices
- Problem-Solving Methodology
- Group Dynamics & Teaming

**PURCHASING MANAGEMENT ASSOCIATION OF CANADA - ONTARIO INSTITUTE (OIPMAC) 1997 to 2007**  
Renamed **Supply Chain Management Association Ontario (SCMAO)** as of 2013

**President & Chief Executive (having been initially hired as founding Executive Director)**

SCMAO, along with its national and provincial partners, acknowledged as Canada's leading professional association for supply chain management professionals, awards the internationally-recognised Certified Supply Chain Management Professional (CSCMP) designation, and is responsible for standards-setting, accreditation and the continuing professional development of its members. It offers the most extensive range of SCM education, leadership and skills development programs including the CSCMP program.

Responsibilities included:

- Management oversight and leadership over all association operations, particularly in the following key areas: Corporate Governance; Strategic/Business Planning; Financial/Budget Planning; Program Development & Operations; Strategic Partnerships & Alliances; Public Affairs/Government Relations; HR; Policy Development; Regulatory & Disciplinary
- Marketing/Communications: Chief Spokesperson for all internal/external audiences including business, governments, media, academia, provincial/national/international partners; Editor of all print and web publications
- Serving as Ex-officio Board Member and Registrar, administering and enforcing bylaws and codes of professional practice, participating in organizational stewardship, setting program and policy direction, strategic priorities
- Maintaining an active network and fostering partnerships and strategic alliances within the SCM profession and across the broader business, government and academic communities
- Conference/Event Planning and Organization: in addition to planning highly rated Annual SCM Conferences, was responsible for developing an **Emerging Markets Program** and leading multiple **trade/sourcing missions to China**.

**MAIN ACHIEVEMENTS**

- Lead the establishment of a start-up trade/industry association and was largely responsible for its growth and development into a highly respected, full-service professional society delivering a broad spectrum of programs and educational services
- Established strategic planning frameworks to achieve sustained, scalable growth and financial viability: the operating budget grew from \$25,000 (at start-up) to around \$5 million through a range of program-based revenue streams
- Development of emerging markets business-orientation program to facilitate strategic-global sourcing opportunities for North American enterprises with organization of strategic sourcing/trade missions to China (2004-2007)
- Leading contributor in development of PMAC/SCMAO's flagship **Strategic Supply Chain Management Leadership Program** –Canada's most comprehensive SCM education program; and in writing the Program Administration framework
- Established, managed strong, collaborative network of academic relationships across Canadian and U.S. business school faculties
- Successfully recruited program faculty from among leading North American academics and industry leaders and strengthened the education delivery mechanism involving post-secondary educational institutions
- Established strategic alliances with key industry associations, governmental and non-governmental agencies in Canada and abroad (e.g. Canadian Supply Chain Sector Council, Industry Canada, Treasury Board Secretariat, China Federation of Logistics and Purchasing, China Council for the Promotion of International Trade, ISM-Institute for Supply Management)
- Successfully implemented the association's strategic transformation including an *extensive rebranding strategy with adoption of a new market-focused service model*, culminating in comprehensive organizational restructuring (corporate consolidation)
- Developed/implemented comprehensive HR policies and programs to ensure effective staffing, and staff capacity building
- Successful implementation of a strategic, corporate governance model for the board of directors including facilitating board development training programs/workshops
- Program planning and implementation resulting in 75% membership growth, increased participation and corporate sponsorship
- Effective planning-implementation of major operational expansion with relocation of offices and onsite training facilities
- Complete review and rewrite of the bylaws coinciding with the association's major evolutionary phases
- Establishment of ICT infrastructure and business/enterprise management systems and a dynamic web presence resulting in increased service availability and access with additional revenue streams
- Successful conference/event organization: Annual SCM Conferences, Global Sourcing/Trade Missions; Convocation

**CONSULTANCY AND PROJECT MANAGEMENT**

**1997 to 2000**

Successful projects undertaken for Association of Ontario Health Centres (AOHC), Community Organizational Health Inc. (COHI):

- Writing articles, annual reports, program related resource development
- Database and project management consultancy for the “Building Healthier Organizations” initiative (Community Health Centre Review and Accreditation Program) jointly developed by the AOHC and the Ontario Ministry of Health – BHO database creation; development of software user documentation; project coordination
- CHC review team member for multi-site pilot testing of the Community Health Centre Accreditation Program: introducing and promoting the BHO Program to CHCs through meetings, workshops, presentations, etc; conducting site review activities including site inspection, documentation review, stakeholder interviews, recording and collating observations, developing and presenting results and interim/final reports
- Designing and delivering training on custom database management software to staff of the Community Organizational Health Inc.

#### **ASSOCIATION OF ONTARIO HEALTH CENTRES**

**1995 to 1997**

Community and Centre Development Program Team Member:

- Program administration team member, providing bilingual support for the various programs and projects of the provincial association representing community health centres, health service organizations and community care access centres in Ontario.
- Staff resource for committees and special projects including the “Building Healthier Organizations Project” developed by the AOHC and the Ontario Ministry of Health. Organised and coordinated seminars, workshops, and conferences (provincial/national)
- CHC review team member for multi-site pilot testing of the Community Health Centre Accreditation Process: introducing and promoting the BHO Program to CHCs through meetings, workshops, presentations, etc; conducting site review activities including site inspection, documentation review, stakeholder interviews, recording and collating observations, developing and presenting results and interim/final reports

#### **ITALIAN TRADE COMMISSION – MUMBAI, INDIA**

**1988 – 1993**

**Agenzia ICE/Istituto Nazionale per il Commercio Estero**

**Trade Analyst:** worked on various programs and initiatives aimed at the promotion of Indo-Italian bilateral trade relations, industrial collaboration and joint-ventures; areas of specialization included textiles and apparel industry, textile machinery, leather and machinery, machine tools, jewellery, chemicals and raw materials, and new technologies.

Overview of responsibilities:

- Liaison with visiting Italian delegations, providing support and 3-way (English-Italian-Hindi) language assistance in trade discussions/negotiations as needed
- Assistance in the organization of seminars and participation at trade fairs
- Market research, analyses and studies on trends pertaining to national economies, industries and bi-lateral trade
- Marketing and communications: Development/writing and editing of marketing and PR materials, including communiqués, media releases, etc; translation and interpretation support

#### **EDUCATION/PROFESSIONAL CREDENTIALS/CERTIFICATION:**

*Master of Business Administration (MBA) – Dual Specialization: Finance; Strategy & Economics*  
New York Institute of Technology, USA (graduated with Distinction)

*Association Management Education Program-AME leading to Certified Association Executive (CAE) designation*  
Canadian Society of Association Executives (CSAE), Canada

*Bachelor of Science (Microbiology), University of Bombay (Mumbai), India*

*Certificato di Lingua Italiana, Istituto di Lingua e Cultura Italiana, India*

*Diplôme de Langue Française, L'Alliance Française, India*

*Zentrale Mittelstufenprüfung, Goethe Institut-Max Mueller Bhavan, India*

#### **CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT:**

- Program on Negotiation (Harvard Law School)
- Dealing with Difficult People and Difficult Situations (Harvard Law School)
- Creating the Market-Focused Organization Program (Kellogg School of Management)
- Supply Chain Management Leadership Program (PMAC)
- International Federation of Purchasing & Supply Management (IFPSM) World Summit 2007

#### **COMMUNITY LEADERSHIP:**

*HUMBER COLLEGE (ONTARIO, CANADA)*

International Business Program Advisory Committee Member, 2007

*SIR SANFORD FLEMING COLLEGE (ONTARIO, CANADA)*

Global Supply Chain Management Program Advisory Committee Member, 2006 - 2007

*OPPORTUNITY FOR ADVANCEMENT (OFA)*

*-United Way Member Agency, working for the socio-economic well-being of women*

Board member and Secretary-Board of Directors; Chair of Personnel & Executive Director Hiring Committee, 1996-1998

**LANGUAGES:** English, French, Italian, Hindi.

**REFERENCES:** Available upon request.

Signature: Chie Shin Fraser

### **DICHIARAZIONE SOSTITUTIVA DI CERTIFICAZIONE (art. 46 e 47 D.P.R. 445/2000)**

H/La sottoscritto/a Chie Shin Fraser, ai sensi e per gli effetti degli articoli 46 e 47 e consapevole delle sanzioni penali previste dall'articolo 76 del D.P.R. 28 dicembre 2000, n. 445 nelle ipotesi di falsità in atti e dichiarazioni mendaci, dichiara che le informazioni riportate nel presente curriculum vitae corrispondono a verità.

**Luogo e Data** Benevento, il 22 Novembre 2023

**Firma** Chie Shin Fraser