

## Danelle Greebe

### Partner



Danelle is a senior marketing professional with a reputation for customer focus, analytical ability, creative thinking and idea generation. She has a proven track record of influencing sales management and product management on customer marketing, solution development and segment management. She is a high-energy individual with a reputation for performance in dynamic, diverse and fast paced environments utilizing strong leadership, strategic planning, account segmentation and product management skills.

Danelle is a graduate of Trent University, bilingual and holds a Bachelor of Arts degree and completed the Executive Management Development Program at Simon Fraser University. Her background includes a successful career in marketing roles in B.C., Alberta and Ontario in the telecommunications and retail sectors. She has held positions with such strong brands as Telus Communications, Levi Strauss & Co. (Canada) Inc. and Hudson's Bay Company. Danelle's career has taken her to San Francisco where she represented Canada on a North American Distribution Initiative with Levi Strauss & Co. for one year. This year, she has realized a lifelong dream of teaching. Danelle teaches Marketing to students at the University of Calgary Faculty of Continuing Education.

Danelle has more than fifteen years of professional experience helping organizations to focus on their customers. While specializing in customer marketing, Danelle is equally comfortable with Business-to-Business or Business to Consumer markets.