**WILL B. LEADER**

**Bilingual | Soon-to-be Management Graduate | Entrepreneur**

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**PROFESSIONAL PROFILE**

* 4th-year student completing an Honours Bachelor of Commerce with an option in Management
* Co-founded a management consulting firm that promotes fair trade and sound environmental practices
* Recognized as a disciplined worker with a reputation for exceeding expectations
* Sound knowledge of management principles gained through academic research and experience
* Fluently bilingual in English and French, with working knowledge of Mandarin and Cantonese
* Advanced social media skills developed for advocacy, marketing, and networking purposes
* Developed strong cultural awareness and sensitivity through international study and experience

**MANAGEMENT AND ENTREPRENEURSHIP-RELATED KNOWLEDGE**

* Successfully completed courses focused on managing small-and medium-sized technology-based companies, cross-cultural management, project management and managing a growing enterprise
* Sound understanding of the transformation of the business world and on how to launch a new business venture with a focus on sustainable development

**RELEVANT WORK EXPERIENCE**

**Co-Founder, Owner, and part-time Management Consultant** Monthyear – Present

FTP-Green Advocacy Co. Ltd., Orleans, Ontario

* Created a venture in a niche market promoting fair trade for local maple products and herbal teas
* Broadened the business to include environmental advocacy projects and consulting contracts
* Increased the company’s working capital from $200,000 to $400,000 in 10 months  
  by tapping into working capital support programs through the federal government
* Expanded consumer-focused markets to include Europe, leveraging a network of over 500 contacts
* Tripled the client base in 12 months thanks to a holistic business philosophy and the hiring  
  of a team of bright and innovative, multi-sectoral and multicultural professionals

**Junior Trade Officer (Internship)** Month – Month year

Invest in Canada Program, The Consulate General of Canada, Hong Kong, China

* Provided export assistance to over 25 new investors from Hong Kong and Macao
* Researched and surveyed 150 potential investors in 8 key strategic industries
* Drafted 7 trade agreements, all subsequently approved, worth $10 million
* Promoted and marketed Canada as a dynamic place in which to invest and do business  
  through blogs, podcasts, and oral presentations to the Hong Kong General Chamber of Commerce  
  and the Macao Chamber of Commerce

**RECENT ACCOMPLISHMENTS**

* Demonstrated an outstanding blend of management and leadership skills leading to

sustainable results and growing profit margins for FTP-Green Advocacy Co. Ltd.

* Awarded the Young Entrepreneur’s Scholarship by the Capital Business Network

**VOLUNTEER FINANCE AND LEADERSHIP EXPERIENCE**

**Vice-President Marketing** Monthyear

The Entrepreneurs’ Club, Telfer School of Management, Ottawa, Ontario

* Increased corporate sponsorship to this elite club’s 3 major events the ELLE Gala, the   
  Toast to Success Business Dinner, and the National Bank Elevator Pitch by 35% in four months
* Organized 4 informal networking events per term with more than 40 key sponsors
* Championed the Club’s core values of meritocracy and working hard for success
* Established and maintained a pan-Canadian network of over 300 active members and sponsors

**Policy Analyst** Month – Month year

The Asia Foundation, Hong Kong, China

* Gained broad insight related to local environmental issues by researching and drafting several policies
* Networked with leading private donors to harness funding for the Foundation’s philanthropic  
  activities leading to a 5% increase in funding over a 6-month period

**Student Coach and Trainer, *Les Jeux du Commerce***Month – Month year

University of Ottawa, Ottawa, Ontario

* Assisted and counselled 15+ undergraduate students in management, entrepreneurship  
  and accounting to prepare for the annual games at the national level, with the University winning  
  first place two years in a row
* Mentored 12 students on case studies dealing with entrepreneurial spirit and culture
* Shared effective leadership strategies and taught decision-making skills to 7 student competitors

**EDUCATION**

**Honours Bachelor of Commerce, with an option in Management** Monthyear (Exp.)

University of Ottawa, Telfer School of Management, Ottawa, Ontario

**International Exchange – City University of Hong Kong, China** Month – Month year

* Key courses included: Entrepreneurship, Management and E-Commerce

Management Communication, Mandarin for Non-Chinese Speakers l and ll