

Danielle S. Russell, BA, CAE

Experienced Not-for-Profit Executive | Industry Consultant, Builder and Mentor
Author | Speaker | Chartered Director (C.Dir) Candidate, 2023

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Education | Certifications | Credentials:

Wilfrid Laurier University, BA Political Science, 2004
Seneca College, Recognition in French Conversation, 2012
CSAE, Certified Association Executive (CAE), 2015
Certified Organizational Specialist, 2020
McMaster University, DeGroote School of Business, The Directors College, Chartered Director (Candidate - 2023)

Emerging Talent Award - Winner, CSAE Trillium, 2011
Service Excellence Award - Finalist, CSAE Trillium, 2021

Special Skills:

Corporate Governance: Bylaws, Policies and Procedures, Strategic Planning, Change Management, and Best Practices.
Leadership: Human Resources (Paid and Volunteer), Mentorship, Innovation, and Proactivity.
Government Relations: Legislation, Regulation, and Policy Development.
Communications and Fundraising: Stakeholder Relations, Writing, Public Speaking, and Media Relations.
Equity, Diversity and Inclusion

Employment History

Consultant - Not-for-Profit Governance and Operations

(February 2022 - Present)

Professor (Part Time Faculty) - OBR 250 Organizational Behaviour, School of Marketing and Media, Seneca College

(January 2022-August 2022)

Executive Director and Chief Operating Officer, Air Cadet League of Canada, Ontario Provincial Committee

(January 2019-December 2021)

Transformative Chief Staff Officer of a multi-million dollar Registered Charity supporting 2000+ Adult Volunteers across 120 Squadrons in Ontario, supporting ~9000 Cadets between the ages of 12 and 18. Responsible for driving and implementing a Strategic Realignment focused on "No Cadet Left Behind" and "Consistent Cadet Experience" to fulfill the Charitable Purpose, Mission, and partnership obligations to the Canadian Armed Forces.

Senior Association Manager, Association and Events Management

(August 2013-December 2018)

Key member of the Association and Events Management senior management team, contributing to the operation of all association clients, as well as, providing thoughtful and balanced advice on company strategy for the AMC (Association Management Company). Also serving as an advisor for the Ontario Association of Osteopathic Manual Practitioners; and managing the AMC transition of the Canadian Association of Exposition Management.

- Executive Director, Convention Centres Canada (March 2017 - December 2018)
- Senior Association Manager, Canadian Association of Exposition Management (January 2016 - January 2017)
- Senior Association Manager, Ontario Fashion Exhibitors (August 2015 - October 2018)
- Senior Association Manager, Canadian Toy Association (August 2013 - December 2018)

Employment History - Continued

Senior Account Executive, Base Consulting and Management Inc. (June 2010 - August 2013)

Account Executive, Base Consulting and Management Inc. (April 2008 - June 2010)

- Association Manager, Couchiching Institute on Public Affairs (September 2012 - August 2013)
- Program/Conference Manager, Couchiching Institute on Public Affairs (September 2011 – September 2012)
- Association Manager, International Panel Physicians Association (October 2010 - August 2013)
- Committees Coordinator, Canadian Association of Direct Relationship Insurers (February 2010 - August 2013)
- Association Manager, Financial Markets Association of Canada (February 2009 - August 2013)
- Association Manager, Public Affairs Association of Canada (May 2008 - April 2010)
- Regional Coordinator, JHI – Region of the Americas (April 2008 - December 2009)
- Association Coordinator, International Institute of Business Analysis (April 2008 - April 2009)

Ontario Ministry of Municipal Affairs and Housing (November 2004 - October 2007)

- General Assistant, Policy – Office of the Minister (August 2006 - October 2007)
- General Assistant – Office of the Minister (November 2004 - August 2006)
- SECONDMENT: Executive Assistant – Office of the Parliamentary Assistant (PA), Ontario Ministry of Municipal Affairs and Housing (August 2005 - October 2005)

Volunteer Experience

City of Markham Race Relations Committee (January 2021-Present)

Spinal Cord Injury Ontario, Advocacy Committee (May 2022-Present)

Canadian Society of Association Executives (CSAE)

- Director, National Board of Directors (October 2019 - Present)
- Member, Governance Committee (October 2021 - Present)
- Member, Government Relations Committee (May 2021 - Present)
- Chair | Member, Awards Committee (January 2022-October 2022) | (October 2020-October 2021)
- Member, Trillium Chapter Board of Directors (October 2011 - September 2015)

Miscellaneous

Additional Courses Completed:

- University of Toronto, School of Continuing Education, Creative Non-Fiction (Course), 2017
- Directors College, DeGroote School of Business, Chartered Director (Modules 1-5), 2022

Website: www.daniellerussell.ca

Recent Publications:

- **The Tuesday Thoughts Companion, A Year of Small Actions for Big Impact** | Independent, January 2023
- **The one-in-one out rule: What associations can learn from minimalism and decluttering** | GSAE Association Magazine, Fall/Winter 2022; and, Association Adviser November 2022