

# Jay Amer, Ec.D.

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## SUMMARY OF QUALIFICATIONS

- A **Senior Executive** and **Certified Economic Development Professional** with extensive management experience working in private and public non-profit Boards
- Experienced in business development / communications / promotion & sales
- Proven ability providing leadership and effective management in high profile positions, working with community partners, media and stakeholders
- Strategic plan development and implementation with a successful track record with federal and provincial funding programs
- Regional tourism development and visitor marketing
- Governance experience as a director and manager
- Extensive cross-ministerial provincial, federal, NGO government relationships

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## KEY SKILLS AND AREAS OF EXPERTISE

### **Economic/Business Development**

- Delivered full complement of economic development services including business attraction, retention, expansion and tourism services, with consistent success
- Developed and implemented comprehensive process for corporate strategic plans for business and tourism development based on strategic business clusters
- Developed and implemented annual operations work plans
- Successfully built positive relationships with diverse groups
- Created cooperative relationships with local community groups and global partners
- Built regional economic development partnerships to enhance community opportunities and effectiveness
- Identified and secured external funding to enhance programming
- Participated in development of programs to encourage business start up and growth

### **Marketing, Communications & Project Management**

- Developed and delivered successful marketing programs and websites including national and international industry award-winners
- Coordinated various marketing programs for business and tourism promotion
- Created and implemented strategic communication plans
- Managed delivery of successful promotional products and publications
- Improved several diverse projects in community development and marketing

### **Customer Service and Sales**

- Prepared and delivered successful business management courses in marketing and customer service at community college level
- Exceeded sales goals in advertising programs
- Secured significant new investment to Peterborough region

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**EMPLOYMENT HISTORY**

Amer & Associates, Peterborough, ON, **Principal**  
(*Economic development consulting firm providing strategic planning, marketing & communications, government and private sector funding services*)

Greater Peterborough Area Economic Development Corporation  
**Vice President, Business Development & Communications**, (2009)  
**Vice President / Director, Business Development**, (2007-2008)  
**General Manager/Acting CEO**, (2004-2006)  
**Manager, New Business Development (Attraction & BRE)**, (2001-2004)  
**Manager, Marketing & Communications**, (1999-2001)  
**Economic Development Officer**, (1998)

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**PRIOR TO 1998**

Sir Sandford Fleming College, Peterborough, ON, **Instructor, Mgmt/Business Studies**  
Ontario Hydro (Nuclear/Corporate), Toronto, ON, **Communications Officer**

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**EDUCATION AND TRAINING**

University of Waterloo, EDAC Program/Year 3  
Banff Academy for Business, Advanced Leadership Development  
University of Waterloo, Certificate in Economic Development  
Economic Developer's Association of Canada, Certified Economic Developer (Ec.D)  
York University, Various courses in Executive Development Program  
Trent University, Credits include: Economics, Environmental Science  
Ontario Hydro, Corporate Management Training - various disciplines  
Canadian Industrial Standards Board, Certified Industrial Radiographer/NDE  
Sir Sandford Fleming College, Metallurgical Engineering Program

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**BOARDS AND COMMITTEES**

**Current**

Board of Directors, 2nd Vice President, Economic Developers Association of Canada  
Board of Directors, Governance Chair, Camp Kawartha/Outdoor Education Centre  
Board of Directors, President, Peterborough Collegiate Foundation  
Board of Directors, United Way of Peterborough & District

**Past**

Board of Directors, Greater Peterborough DNA Cluster (2004-2006)  
Marketing Chair, Ontario East Economic Development Commission (2004-2006)  
Board of Directors, Peterborough Electrical Distribution Inc. (2000-2005)  
Board of Directors, Celebrate Canada in the Kawarthas (2001)  
Communications Chair, Celebration 2000 Peterborough Steering Committee (1999)