

FRANCESCA IACURTO
Ottawa, Ontario
Email: *fiacurto@rogers.com*

April 26, 2018

Frontier Duty Free Association (FDFA)

To whom it may concern,

Further to your search for an Executive Management position, please find my resume attached for your consideration.

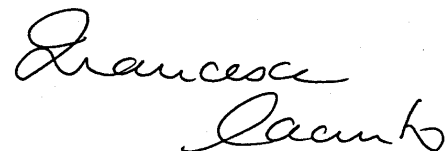
As you will see, I am a bilingual Ottawa-based government relations and public affairs professional with over 25 years of experience in areas of interest to FDFA, including advocacy, communications and stakeholder relations. Having worked for four national business associations, I am also knowledgeable about matters relevant to the not-for-profit sector such as governance, membership and management. I have been a member of the senior management teams of various employers, and have extensive experience interfacing with internal and external collaborators at all levels.

During my career, I also engaged with departments of interest to the FDFA such as the Department of Finance and Transport Canada. In addition, I am familiar with some of your subject matters of interest including international trade, small business and industry.

To the FDFA, I could also bring an extensive network of related contacts; solid interpersonal and communication abilities, including complete oral and written fluency in English and French; excellent planning and organizational skills; and a Master's degree in Public Administration. Of note, I am not subject to any federal / provincial restrictions on lobbying activities. My desired salary is \$125,000 / year plus standard benefits or equivalent compensation.

Please do not hesitate to contact me if you find the enclosed resume of interest and would like to discuss my qualifications further. I can be reached by email at the above address, or at (613) 236-9700.

Sincerely yours,

A handwritten signature in black ink that reads "Francesca Iacurto". The signature is written in a cursive, flowing style.

Francesca Iacurto

Encl.

RESUME OF

FRANCESCA IACURTO

OTTAWA, ONTARIO

FRANCESCA IACURTO
OTTAWA, ONTARIO

Tel.: (613) 236-9700
E-mail: fiacurto@rogers.com

SUMMARY OF QUALIFICATIONS

- Seasoned government relations and public affairs professional with direct experience in the non-profit, corporate and public sectors
- Extensive array of related contacts in the public and private sectors
- Strong acumen in the areas of policy, politics, communications and business
- Solid interpersonal and communication skills, client focus and planning skills

EDUCATION

M.A., Public Administration – Carleton University

B.A., Economics also completed **B.A., Industrial Relations** – McGill University

LANGUAGE PROFICIENCY

- Fully Bilingual: Excellent reading, writing and oral skills in English and French

PROFESSIONAL ACTIVITIES

- Volunteer, Canadian Advocacy Network (2016 - present)
- Founding Member, Women for Nature (2015 - 2017)
- Member, Canadian Society of Association Executives (CSAE) (2014 - 2017)
- Chair, Federated Press 9th Essentials of Lobbying Conference (2015) and Public Affairs Summit (2008-2013)
- Manning Innovation Awards Gala Vice-Chair (2014) and Committee member (2010, 2012)
- Member, Board of Directors, Government Relations Institute of Canada (2005-2011)
- Member, Famous 5 Ottawa Committee (2007-2009)
- Member (employer representative) of the Board of Referees for the Employment Insurance (EI) program (2000-2005)

CAREER HIGHLIGHTS

CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS

March 2017 – present

Senior Advisor, Government Relations (contract position)

Stewards advocacy, communications and outreach initiatives for the oil and gas industry in Ottawa

- Gathers intelligence, analyzes and interpret developments in politics and government policy, and advises colleagues and members on managing issues and responses.
- Develops and maintains relationships with government and political representatives and stakeholders to identify and address emerging issues, and pursue desired outcomes.
- Engages members and creates opportunities for them to leverage CAPP by organizing advocacy and other initiatives to advance industry positions (e.g., lobby day, meetings).
- Presents CAPP's views to government and political representatives and stakeholders in both educational and advocacy roles.
- Identifies and enables opportunities to enhance CAPP's profile and visibility in Ottawa to support policy goals, or educate about the industry (e.g., sponsorships, events).
- Advises and collaborates with communications colleagues to reach internal and external audiences using appropriate messaging and delivery mechanisms (e.g., website, social media, newsletters, etc..).

CONSULTANT

2016 – 2017

Provided government relations and related services to clients in various sectors

- Clients included organizations in the environment, natural resources, postsecondary education and general business sectors

FOREST PRODUCTS ASSOCIATION OF CANADA

2013 – 2016

Director, Government and External Relations

Developed, led and implemented FPAC's government relations and external relations initiatives

- Advanced the interests of the industry in federal government and political circles through appropriate strategies and tactics to support the Board of Directors and other membership segments.
- Conducted outreach and built relationships with decision-makers, influencers and key allies, inside and outside governmental and political spheres.
- Participated in the creation and dissemination of messages to key audiences.
- Built FPAC's brand by enabling initiatives to promote visibility, relationships and the delivery of key messages in federal circles (e.g. Parliamentary Committee appearances, events, etc..).
- Advised on and ensured compliance with applicable ethical and lobbying rules in order to manage FPAC's reputational risk.
- Developed external stakeholder relations plans to support government relations and general industry positioning objectives.

BUSINESS DEVELOPMENT BANK OF CANADA

2009 – 2013

Director, Government Relations

BDC's "eyes and ears" and main contact point within the federal public arena

- BDC's primary liaison with government and Parliamentary representatives on a range of policy, political and communication issues.
- Developed and executed strategies for representing BDC's interests in Ottawa, including meeting with government and political representatives; managing BDC's MP Outreach Program; and preparing communication and briefing materials.
- Advised senior management on policy, legislation and trends that may have an impact on BDC, and made supporting recommendations.
- Built BDC's image and reputation in government and Parliamentary circles through representation in events, sponsorships, publications and other profile-raising initiatives; and by responding to related inquiries and complaints.
- Established and maintained relationships with a broad array of stakeholders to gather intelligence on emerging opportunities and threats for BDC.

GENWORTH FINANCIAL CANADA

2006 – 2009

Vice-President, Government Relations

Established a government relations office and provided an ongoing presence for Genworth's mortgage insurance operations in Canada

- Worked with a team of senior company representatives and consultants, based in Canada and internationally, to develop and execute strategies to advance the company's government relations objectives.
- Advised and supported senior company representatives on federal government and legislative developments that impact the company's interests.
- Built and strengthened relationships with government, Parliamentary and industry stakeholders for advocacy and outreach purposes.
- Developed policy and communication materials for government and other external audiences.
- Created and promoted initiatives to build the company's profile in government and stakeholder circles.

FLEISHMAN-HILLARD CANADA

2005 – 2006

Senior Consultant

Provided government relations consulting services to clients

- Developed and executed advocacy plans to promote client interests before the federal government.
- Provided strategic advice and prepared policy and other materials to meet client needs.
- Monitored government and legislative activity through ongoing relationships with key officials, and provided intelligence to clients on emerging threats and opportunities.
- Identified and developed new business and marketing initiatives through ongoing contact with industry stakeholders.

Director, Public Affairs

Led IBAC's federal government relations and public affairs initiatives

- Identified government relations and policy issues of interest to membership, recommended advocacy strategies, and led in their implementation.
- Developed supporting policy, briefing and communications materials.
- Represented IBAC before government and political officials, Parliamentary committees and related events.
- Initiated and led public affairs initiatives (e.g. lobby day, public awareness campaigns) to advance industry interests before federal decision-makers.
- Produced communication items to inform membership about current or emerging issues and training items to ensure their compliance with legislative requirements.
- Monitored legislative and government activity through ongoing liaison with government and political officials and other industry stakeholders.

CANADIAN CHAMBER OF COMMERCE

1995 – 2000

Senior Policy Analyst

Managed federal policy and government relations issues of interest to business

- Developed policy positions on industry issues with senior executives, and provided supporting advocacy advice.
- Planned and directed the development of policy materials and government relations events.
- Communicated industry positions to government representatives, and intelligence to members on emerging threats and opportunities.
- Monitored legislative and policy issues through ongoing contact with key officials.

INDUSTRY CANADA (INTERNAL TRADE SECRETARIAT)

1994 - 1995

Policy Analyst

Participated in negotiations to liberalize trade for eleven economic sectors across Canada culminating in the Agreement on Internal Trade

- Analyzed industry input, and wrote briefing material for Ministers and officials.
- Provided strategic advice on negotiations and intergovernmental discussion processes.
- Monitored sectoral negotiations to ensure agreements were reached within the prescribed timeframes.
- Built professional relationships with federal and provincial government officials and other industry experts.

CANADIAN INTERNATIONAL TRADE TRIBUNAL

1990 - 1993

Research Officer

Participated in economic inquiries for various industry sectors

- Researched and analyzed economic and trade information.
- Wrote descriptive and analytical reports on the results of the research.
- Participated in meetings with industry and government representatives.
- Summarized briefs, formulated questions for the examination of witnesses, and reviewed and evaluated evidence given during hearings.