

Curriculum Vitae
Michelle Asselin
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EDUCATION

- 2021 Certified Change Management Practitioner
 Prosci
 Ottawa, Ontario
- 2014 Executive Development Certificate (Mini-MBA)
 Desautels Faculty of Management, McGill University
 Montréal, Québec
- 2008 Masters Certificate in Project Management
 Sprott School of Business, Carleton University
 Ottawa, Ontario
- 1992-1997 Bachelor of Arts in History
 McGill University
 Montréal, Québec

EMPLOYMENT

07/2023 to present *Founder and Principal*
 4Knowledge Pre-Consulting Inc.

02/2023 to 07/2023 *Director, Operational Efficiency*
 Rogers Communications Canada Inc.

- Supported the B2B Customer Service Operations group to measure, improve and enhance the customer experience.
- Responsible for teams implementing multi-million-dollar continuous improvement and robotic process automation initiatives.
- Responsible for teams performing customer data analysis and reporting, including the continuous evolution of data reporting platforms and methodologies.
- Represented Customer Service Operations on strategic initiatives, including the integration of newly acquired businesses.

08/2020 to 02/2023 *Director, Sales Transformation*
 Rogers Communications Canada Inc.

- Led the strategic transformation of an enterprise sales organization in the areas of digital commerce, lead-to-order, and CPQ.
- Identified foundational roadblocks and socialized paths to resolution to ensure forward momentum of business priorities.

- Worked cross-functionally to align and prioritize business requirements in a highly complex and multi-year CRM transformation project.
- Liaised with external subject matter experts to ensure industry best practices were being applied and to drive transformation in supporting business teams.

07/2014 to 08/2020

Director, Deal and Contract Management
Rogers Communications Canada Inc.

- Managed four teams (bid management, revenue assurance, contract management, and vendor management) responsible for all aspects of quoting to contracting for an Enterprise Business Unit with over \$2 billion in annual revenue.
- Acted as business / workstream owner for large projects impacting quoting to contracting functions, including a \$9.2 million implementation of a new CPQ/CLM tool.
- Acted as the business owner in the assessment of enterprise risk when responding to RFPs and approving commercial deals.
- Negotiated large, complex contracts with both vendors and customers, combining multiple solutions and co-ordinating stakeholder input.
- Liaised with senior leadership to create visibility to deal and contract management initiatives and challenges.

08/1997 to 07/2014

Legal Department, various roles
Rogers Communications Partnership
(acquired Call-Net Enterprises Inc. in July, 2005)

LANGUAGES

English and French, written, read and spoken fluently.

OTHER ACCOMPLISHMENTS

Recipient of Rogers' Team of the Year award – 2020

Recipient of Rogers' President's Club award - 2019

Canadian Council Member of the International Association for Contract and Commercial Management (IACCM, now World Commerce & Contracting) – 2019

Panelist and speaker at IACCM North Americas Conference – 2017 and 2018

Speaker at Apttus Accelerate Global Conference – 2016, 2017 and 2018

Recipient of Rogers' Team of the Year award – 2016

Recipient of Rogers' Team of the Year award – 2015

Recipient of Rogers' Employee of the Year award – Individual in 2011.

Recipient of Rogers' Employee of the Year award – Team in 2011.

Recipient of recognition award for role played in closing \$2.8 billion debt restructuring.

Recipient of recognition award for role played in closing \$240 million asset sale.

Recipient of recognition award for role played in closing major tax restructuring.

REFERENCES

References are available upon request.