

## RESUME

Gerry Peters, MBA, CPA, CGA

### EDUCATION:

2014, 2011 CPA, CGA (Chartered Professional Accountant, Certified General Accountant) designation  
2006 CMC (Certified Management Consultant) designation  
1999 Master of Business Administration, UNB (Dean's List GPA of 4.0)

### WORK HISTORY:

1997 - Present Principal, *Peters & Associates Ltd.*  
Fredericton NB

### ***Strategic / market / business planning:***

- The development of a strategic business plan for a province wide non-profit agency representing a farm commodity group who wished to acquire strategic infrastructure from the Department of Aquaculture, Agriculture and Fisheries.
- The development of the strategic plan and business plan for 4-H New Brunswick Ltd.
- Financial Expert, Farm Debt Mediation Service, Agriculture & Agri-Food Canada
- The development of the strategic plan for the N. B. Fairs and Exhibitions Association.
- The development of the strategic plan and human resource strategy for the New Brunswick Soil and Crop Improvement Association, including interim general management (management oversight) and the hiring of new staff.
- The development of the strategic plan and business plan for a business in the hospitality industry in Miramichi.
- The business analysis and action plan development for a technology company from PEI who is specializing in new product development (an IRAP client).
- The business analysis, action plan and financing strategy for a technology company from New Brunswick who is in the bio-technology sector (an IRAP Client).
- The development of the strategic business plan for an ocean technology company from Newfoundland who manufactures cameras for deep sea use (an IRAP client).
- The development of the business plan for a service company from Newfoundland who will be using remotely operated vehicles to conduct under water inspections.
- The development of the strategic business plan for *the Friends of Beaubear*.
- The development of the strategic plan for the Atlantic Canada Organic Regional Network.
- The facilitation of a strategic / market planning process for an international hotel.
- The development of a strategic plan and marketing plan for the United Way Central New Brunswick Endowment Fund.
- The facilitation of the strategic planning process for the Central New Brunswick United Way, including a review of governance issues.
- The development of the strategic plan for Enterprise Fredericton.
- The development of the strategic plan (using a logic model) for Enterprise Charlotte, Enterprise Carleton, and for the Office of the Auditor General.
- The development of a business plan (business turnaround) for a potato farm which had been facing cash flow issues.

### ***Operational reviews / organizational assessments***

- An operational review of 4-H New Brunswick Ltd.
- An operational review of a privately owned and operated (non-profit) Center which provides services to persons with autism.
- A review of the care needs of New Brunswick special care home residents, and the funding requirements to provide adequate services to these residents.
- An environmental scan of services being provided to persons with autism in NB.
- The review of red tape issues affecting the growth and development of Agriculture in New Brunswick, including policy recommendations.
- The facilitation of an organization wide self-assessment (based on the *Canadian Quality Criteria*) for the Saint John Region of Service New Brunswick.

### ***Evaluation / measurement / accountability frameworks***

- The development of an evaluation framework, including the logic models, for the employment programs of the Department of Training and Employment Development.
- The development of an evaluation framework, including the logic model, for the Return-to-Work pilot project for Human Resources Development Canada (HRDC).
- The interim evaluation of the Return-to-Work pilot project for HRDC, based on the logic model developed as part of the evaluation framework.
- A feasibility study to assess the potential for an abattoir in the Grand Lake Region.
- An assessment of the organizational performance measurement system of the Mental Health Services Division, New Brunswick, Department of Health and Wellness.

### ***Human resources strategy***

- Facilitated a process on behalf of the Aboriginals Affairs Secretariat and the New Brunswick Aboriginal Community related to the Request for Proposals concerning *Workplace Essential Skills* issued by Human Resources Development Canada.
- Internal review of issues affecting employee satisfaction for the Office of the Auditor General, also conducted their employee satisfaction surveys 2003, 2004, 2007, 2010, 2012 and 2016.
- The development of a human resources strategy and a performance measurement strategy (using a logic model) for the Office of the Auditor General.
- A review of care and human resource management issues in a large, privately owned health care facility.
- A province wide survey of two groups of health professionals related to their perceptions of their quality of work life.

### ***Market research / quality improvement / new product development***

- The design and implementation of a pilot project to measure customer wait time and customer service time for the Moncton Region of Service New Brunswick.
- The facilitation of a new product development process for a private corporation; the result was the development of a new product for a major apple producer.
- The design and presentation of a customized workshop on "Fundamentals of Survey and Questionnaire Design" for the Department of Health and Community Services.
- A project to conduct international research for instruments available to assess the "client/citizen focus" component of the *Canadian Quality Criteria* for Human Resources Development Canada, New Brunswick Region.
- The quality assurance review of the provincial special care home system, including policy recommendations.

- The facilitation of the development of an organizational improvement plan for the Moncton Region of Service New Brunswick.
- Development and implementation of a survey to assess the services available for persons with autism, including policy recommendations.

**VOLUNTEER ACTIVITIES:**

- 2012 & 2014** Chair, Assessor Panel for New CMC Candidates
- 2009** Secretary, *Certified General Accountants*, Fredericton Chapter
- 2004 – 2008** Chairperson of the *Friends of the Fredericton Dog Park*
- 1999** Examiner for the Canadian Healthy Workplace Awards (for Health Canada and the National Quality Institute)
- 1994 – 1999** Judge for the New Brunswick Quality Awards
- 1995 – 1997** Lead Examiner for the Canada Awards for Excellence (for the National Quality Institute)

**PROFESSIONAL AFFILIATION:**

- Member of the *Chartered Professional Accountants of Canada (CPA Canada)*
- Member of *Farm Management Canada*
- Member of *Farm Credit Canada's* Research Advisory Panel