

BERT ZETHOF

BACKGROUND

Bert Zethof is a consultant in the strategic management group, resident in our Vancouver office. He has a Master of Business Administration degree from the University of British Columbia and a Bachelor of Arts degree in Economics from the University of Victoria. His major areas of expertise include marketing, strategic and economic development planning, financial and economic analysis, and general feasibility studies.

His prior experience includes a position as Manager of Corporate Planning for a major engineering and construction company, and a position with the Government of British Columbia where he implemented a financial assistance program. The professional experience given below includes his experience in consulting assignments, as well as experience gained while working for private and public sector organizations.

PROFESSIONAL EXPERIENCE

Government Policy

For a Provincial Ministry of Municipal Affairs, evaluated its existing municipal financial information system. The purpose of the evaluation was to identify and assess various options for enhancing the information system's utility as a planning tool. The work involved interviews with selected municipal administrators throughout the province.

For a Canadian territorial government, analyzed a proposal put forward by a private sector company to re-open a dormant mine. The two key objectives of the analysis were to determine if the proponent's business plan was realistic and to determine if the proposed government assistance package seemed appropriate in the light of potential benefits.

For the marketing arm of a group of breweries, gave advice on effective government relations and provided assistance in the preparation of a brief to a provincial government. The purpose of the brief was to improve communications between the brewing industry and the government and propose ways of stimulating economic development through more co-operation.