

Bert Zethof

B.C. Ministry of
Industry and Small
Business Development

Participated in the implementation of the Canada/
British Columbia Industrial Development Subsidiary
Agreement (IDSA). Major responsibilities were the
public information program and analysis of applica-
tions for financial assistance.

B.C. Ministry of the
Environment

Working in the Hydrology Division, participated in a
project to develop a system for predicting floods and
water supply levels throughout the Province.

Zellers Ltd.

A major department store chain with outlets across
Canada. Responsibilities included inventory control
and customer sales and service.

EDUCATION

M.B.A., Marketing and Finance, University of British
Columbia

B.A., Economics and English, University of Victoria

PROFESSIONAL
AFFILIATIONS

North American Society for Corporate Planning

American Marketing Association

Sales and Marketing Executives of Vancouver

Institute of Management Consultants of British
Columbia, Prospective Member