

Renata Cecconi, BA, Honours Dipl. Tech

Bio

Renata is the President of the Morandi group marketing services inc. and has executed projects across the spectrum of private and public sectors. She specializes in marketing and communications planning and implementation and project and association management.

She is currently contracted as the Executive Director of the Canadian Destination Ski Consortium which represents the major ski and snowboard resorts across Canada. As the Executive Director she is responsible for bringing together a variety of needs and interests to create a cooperative and consensus building association that can leverage resources effectively and competitively. Renata has helped establish the Consortium as a leading example of cooperative marketing. She has assisted in developing effective marketing programs that have raised the profile of the Canadian ski experience in key international markets.

Renata has also provided strategic and project management services to organizations such as Tourism Whistler and the Canadian Tourism Commission. Prior to establishing the Morandi group she worked in managerial and supervisory positions for such organizations as the Port of Vancouver [now Port Metro Vancouver] and BC Tel [now TELUS].

Renata is a member of the International Association of Business Communicators, The Interactive Advertising Bureau of Canada, the International Internet Marketing Association and the eMarketing Association. She has a Bachelor of Arts degree from the University of B.C. and an Honours Diploma in Marketing Management from the B.C. Institute of Technology.

In addition to her professional work, Renata volunteers her time for organizations such as the Heart and Stroke Foundation and the Canadian Cancer Society. She was past Communications Chair for the Canadian Cancer Society- South Delta and helped organize a successful fund-raising event for the Society.