

BRENDA GEFUCIA**Vice President, Consulting & Coaching Solutions**

Brenda Gefucia, Vice-President, Consulting and Coaching Solutions, has been with Forrest & Company since 2011, and is accountable for the delivery of coaching and consulting services.

Brenda brings over 30 years of finance and executive leadership experience with Canadian Tire to her practice. She is recognized as a strong, innovative leader who identifies opportunities and delivers results through the integration of people, process and technology. Leading teams through a broad range of assignments in finance, planning, operations and large cross-functional transformation projects, Brenda has seen first-hand how integral effective leaders and clarity of goals and accountabilities are to positioning individuals and teams for success. Her experience, insights and pragmatic approach make her a comprehensive resource for leaders from the C-suite to line management who are seeking to achieve extraordinary results.

Brenda's clients include large and medium organizations across various industries including Financial Services, Retail, Wholesale Distribution, Manufacturing, Technology, Energy, Insurance and Health Services.

Recent projects include:

- Supporting the development of organization strategy
- Optimizing organizational structure and clarifying role accountabilities
- Facilitation of Core Leadership Practices and team building workshops for our clients
- Executive Coach to C-suite and senior leaders

Brenda is a Chartered Professional Accountant (CPA, CGA) and a Certified Executive Coach (CEC), having completed the requirements of the Certified Executive Coach program at Royal Roads University.

Actively involved in her community, Brenda serves on the Board of Directors of Muskoka Algonquin Healthcare (MAHC) and previously served on the Board of Directors of CHATS (Community & Home Assistance to Seniors) in York Region. Keeping her grounded, at the centre of her world are her family and friends – Brenda cherishes nothing more than the time she spends with them.