

Marcela Mandeville

CEO at Alberta Women Entrepreneurs

Edmonton, AB, CA

Advocate for women entrepreneurs and female business leaders

Biography

Marcela has explored the world of business through a globally-focused business undergraduate degree, designation as a Certified International Trade Professional and more than fifteen years of global experience developing and implementing business strategies. Marcela's business experience in Canada and abroad led her to Alberta Women Entrepreneurs (AWE) in 2008. As Chief Operating Officer, she developed programs to support access to local and international business opportunities for women entrepreneurs. After leaving AWE in August 2013 Marcela resumed her role as CEO of her own business consulting firm, Bright Idea International and completed her MBA studies at the University of Alberta. In July 2015, Marcela returned to AWE to work with an amazing team after time spent leading her own business, volunteering and traveling in Central and South America, and exploring beautiful beaches and the entrepreneurial ecosystem in Southern California with her dog Cally. Marcela believes strongly in continuous learning and contributing to the community. She is the former Board Chair for Literacy without Borders, a member of the AIESEC Edmonton Advisory Board as well as an animal care volunteer at the Edmonton Humane Society. In 2012, Marcela was honoured to be chosen as one of Avenue's Top 40 under 40 in Edmonton.

Areas of Expertise

Entrepreneur, Business, Start Up, Women, Business & Leadership, Female Entrepreneurs, Female Empowerment, Female Entrepreneurship, Women in Business, Global Development, Local Business Marketing, International Business, International Development, Strategic & Business Planning, Strategic Planing, Leadership, Business Planning, Management, Leadership Development, Event Planning, Change Management, Business Strategies, Market Research, Team Leadership, Proposal Writing, Business Development, Training, Training & Development, Fundraising, Fundraising and Business Development, Small & Medium Business Marketing, Small Business, Small Business Development, Small Business Communications, Small Business Advising, International Business Development, Non - Profit Organization, Non Profit, Non Profit Advocacy, Project Management

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