

M. Victoria Foley RGD

President & CEO at Association of Registered Graphic Designers

Toronto, Canada Area, ON, CA

An ICD.D, Institute-certified Director with branding, communications and marketing expertise unifying business and brand.

Victoria Foley delivers over 25 years of business experience and civic leadership, providing relevant and valuable problem solving expertise and innovative solutions; implementing strategy, branding, executive team leadership, design, communications and marketing, business development, and change management for diverse sectors. ? 1991 - Present: belladonna communications, Canada Founder and President ? Victoria?s leadership and successfully proven business skills deliver integrated solutions through research, strategic counsel, brand and communication design, performance measurement and award-winning creative ? Core competencies are founded around Victoria?s insatiable curiosity, disciplined reasoning, entrepreneurial spirit and results-oriented solutions ? Victoria?s acumen, guidance and leadership have resulted in creating sustainable brand equity for corporations, professional services, institutions and non-profit organizations. ? 2009 - Present: Canadian Greatness Corporation/Corporation d?excellence du Canada, Canada Founder, President & CEO of the federally incorporated non-profit organization ? In 2007, Victoria conceived Canadian Greatness® ? Since then, the ?Give Forward? initiative has raised over \$198,000 in donations for over 100 diverse and deserving non-profit organizations across Canada. ? Victoria holds an ICD.D designation as an Institute-certified Director from Rotman - Institute of Corporate Directors ? She is a graduate of the University of Toronto ? A lifetime participant in and supporter of professional development, philanthropy and civic engagement ? She has earned certificates, awards and recognition in the fields of marketing, design, management, behavioural science and civic engagement ? Victoria travels extensively: NA, Europe, MENA, Africa and Asia.

Keynote, Moderator, Panelist, Workshop, Host/MC

Design, Leisure / Recreation, Corporate Leadership, Food Processing, Advertising/Marketing, Construction - Commercial, Architecture and Planning, Hotels and Resorts, Non-Profit/Charitable, Graphic Design

Independent Corporate Director, Corporate Branding, Early Stage Companies, Best Practices/Brand Culture, Reputation Management, Integrative Thinking, Succession Planning/Transition, Brand Evolution or Revolution, Identity & Image

Canadian Greatness Corporation/ Corporation d?excellence du Canada, 2009?Present President & CEO Chair, Board of Directors, Institute of Corporate Directors, 2010?Present Member: ICD.D, Institute-certified Director, Luminato Toronto Festival of Arts+Creativity 2007?Present Member: Patron Circle , The Mosaic Institute, 2010?Present Member: Patrons? Peace Circle , U of T, Joseph L. Rotman School of Management, 2003?Present Chair/Board Member: Integrative Management Challenge ? Mentor: Initiative for, Women of Influence, 2011?Present Member: Board of Directors , YPO-WPO, Young Presidents Organization, 1998?Present Member: Professional Spouse Forum, 2011

University of Toronto

Bachelor of Arts (B.A.) Economics, Industrial Relations, Sociology

ICD.D, Institute-certified Director

An Independent Director willing to serve internationally, with 20+ years as a Director, 10+ different Boards and 25 years of business experience and civic leadership.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)