

# **Tammara Kennelly**

**President at FriesenPress**

Victoria, BC, CA

Banking and foreign exchange expert, turned book publisher, with a passion for helping authors share their story with the world.

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## **Biography**

\*\*\*see attachment under "media" section for long bio\*\*\* Tammara's passion for books and the written word started in youth when she would read anything she could get her hands on. This love continued to develop during her 5 years of employment with the local public library. She could often be found in the stacks poring over the books she shelved. But as Tammara completed her degree, she found herself being pulled into the world of banking and foreign exchange, where she spent the next 15 years. During this period Tammara completed her MBA with a specialization in leadership. In 2012 Tammara had the opportunity to return to books as the President of FriesenPress. While managing this thriving business keeps Tammara busy, she always finds time for her daughter and enjoys hiking, cooking while sipping a fine Malbec and travelling like a local.

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## **Industry Expertise**

Writing and Editing, Printing, Corporate Leadership, Publishing, Banking, Outsourcing/Offshoring, Staffing and Recruiting

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## **Areas of Expertise**

Books - producing, marketing and promotion, Editing & Writing, offshoring service centers (Philippines & Lithuania) , Leadership, culture development, succession planning, organizational development, career pathing, coaching for performance, Mergers and Acquisitions, Leadership Development, Self-Publishing

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## **Event Appearances**

**Transform Your Slush Pile into a Slush Fund**

Annual Conference

**Using Your Book as a Business Card**

WSI worldwide annual conference

**FriesenPress and the evolution of the self-publishing industry**

Print Fair

**4 hour seminar, the art of self-publishing**

Master of Fine Arts in Creative Writing

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## **Education**

### **Simon Fraser**

Criminology Degree Criminology

### **Royal Roads University**

Masters in Business Administration Executive MBA, leadership specialization

### **Dalhousie University**

Associate of the Credit Union Institute of Canada (ACUIC) Credit Unions

### **Western Union University**

Mini MBA Experiential Project Management

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## **Accomplishments**

### **2014 Viatec Executive of the Year**

The Viatec awards celebrate the achievements of technology companies and individuals responsible for making Greater Victoria the fastest-growing technology region in British Columbia. Executive of the year: These hot shots have had a significant impact on the success of an organization as a direct result of their leadership and are respected by their peers.

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