

Tara Kelly

**President and CEO at SPLICE Software
Incorporated**

Calgary, AB, CA

Tara Kelly

Biography

Tara Kelly, Biography Founder, President & CEO of SPLICE Software, Tara Kelly (@tktechnow), has a passion for enabling customers with meaningful value added technology in the area of Unified Communications. A self described serial entrepreneur, with a background in development and business administration, Tara firmly believes communications can be better and won't rest till they are. Driven, Fearless and Tenacious, Tara is a visionary and a risk taker. Winner of the TechRev Innovation Award and the Western Finalist in the 2011 RBC Canadian Women Entrepreneur Award for Start-Up companies, Tara was recently nominated for the Ernst & Young Entrepreneur of the Year Award and the BDC Young Entrepreneur Award. In less than five years, this Calgary-born business woman and mother of two took a revolutionary concept - personalized human voice messaging - and turned it into a million dollar company and international leader in the unified communication field. Tara is passionate about figuring out ways that technology can add meaningful value to people's lives. She has realized her vision of making technology more "human" and has proven to her clients that "personalization" makes a difference with stellar business results. Time and time again, her clients have been amazed by the results they have yielded - not just by the ROI, but the positive customer experience. Tara serves on the board of directors for the Alberta ICT Council, the international board for Voice User Interface Design and is a member of the Entrepreneurs Organization, She is also President of Montessori Alternative School Society, coaches competitive soccer and is a volunteer for the Kidney Foundation, and other community groups.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Information Technology and Services, Business Services, Telecommunications

Areas of Expertise

Call Centres, Financial Services, Retail, Technology

Affiliations

CFLA, DMA, CMA, ACA International, ICSA

Sample Talks

?Chocolates Again!? ? The Importance of Breakthrough Multi Channel Marketing.

Tara Kelly will discuss the need for breakthrough direct marketing as a part of a multi channel marketing strategy and how Voice Applications are a must in the mix. The presentation will include how to mine the gold from your CRM system by segmenting customers and calling them with a highly personalized and relevant voice message that has been spliced together to sound like a seamless human message.

Event Appearances

SpeechTEK

IQPC 5th Annual Call Centre Week Canada

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2011 CMA National Convention

AWE

Education

University of Calgary

Bachelor of Commerce, Marketing Major

Accomplishments

CEO & President

12 Year Chronicle of Success, Driving Benchmark Setting Growth and Expansion; Documented record of strong, decisive executive leadership; Noted for sound practical management style resulting in buy-in by Officers, Staff, Board members and Share holders; Results orientated; Tenaciously completes aggressive target through dynamic business acumen. Consistently generates high energy level which is naturally absorbed by Team into greater productivity.

Entrepreneurs Organization (EO)

Member - Present The Entrepreneurs' Organization (EO) is a global business network of 8,000+ business owners in 121 chapters and 40 countries. EO enables small and large business owners to learn from each other, leading to greater business success and an enriched personal life.

International Board for Voice User Interface Design

Board Member 2011 - Present Integrating world class standards and creating published guidelines for IVR protocols and standards within North America.

Montessori Alternative Public School Society

President September 2007 - Present MAPSS is a not-for-profit society incorporated in 1999 to support the development and maintenance of quality public Montessori education in the Calgary school system.

TechRev Innovation Award

Winner 2011

Alberta Venture Award

Fastest Growing Company 2011

RBC Canadian Women Entrepreneur Award

Western Canada 2011

Testimonials

Lisa Millard

"Fabricland was reluctant to test the automated system based on the assumption that our customers would dislike receiving a pre-recorded call and consider it unsolicited telemarketing instead of a call from a live person that they presumed worked for Fabricland. In fact the company received only the usual, minimal, number of requests to remove the customer's name from our call list, and in turn received quite a bit of positive feedback that the recording was clear, short, and easy to understand. All in all, the use of SPLICE's Automated Voice Marketing met or exceeded our objectives, with none of the downside we were worried about."

Madeliene Tanada

"In the short time of 6 months the services SPLICE has provided us with has been invaluable. SPLICE is engaged in our business, our needs, and is on board with allowing us to continually improve the services we provide to our customers. They always ensure the process is quick, easy and is executed with quality. The results we have seen so far have been both positive and exciting and we look forward with continuing our partnership with SPLICE. Based on my experience, any company should be very pleased to be the one that SPLICE selects to do business with."

Deanna Platt

"SPLICE provided our organization with excellent support in the areas of automated calling and customer services. Their work has been an added tool in engaging and thanking our donors. We have received positive feedback and great reception to this new process and look forward to continuing our relationship with SPLICE for future projects as they provided us with a well organized and reliable service. We can confidently recommend SPLICE as a solid and reliable service provider."

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