

Natalie Gibson, President InnoVisions and Associates

...for the detail to make decisions

Natalie Gibson, President of InnoVisions and Associates, gets you the market information you need to make decisions that spell SUCCESS!

Natalie's results are proven. With 15 years of market research and business development experience, Natalie serves both private and public sector clients. Her specialties include:



- **Marketing Strategies** – pricing, promotion and penetration, including new product and service launches
- **Market Research** – competitive intelligence, focus groups, market surveys, Go/No-Go feasibility studies to measure size, profitability and potential industry risks
- **Marketing & Business Plans** – SWOT analysis, business plans, marketing strategies on how to reach your buyers, customers or end-users
- **Team Building** – organizational retreats, workshops, presentations
- **Economic Development** – industry and business sector profiles, analyses, snapshots, including interviews with key industry stakeholders
- **Community Development** – working with elected officials and stakeholders who wish to ‘grow’ their community with the help of a certified Community Economic Development Training Program (CEDTP) facilitator
- **FUNdraising Workshops** – for community groups

Natalie's list of pleased customers grows each day. She has worked for a wide range of clients, from provincial government departments to large multi-national corporations and small- to medium-sized enterprises serving local and regional markets.

To grow your business based on market potential, contact:

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Additional Information

Abridged Client List

- Alberta Food Processing Branch (Coaching – Industry Profiles and Market Research)
- Summit Communities Inc. (Feasibility Study – Health Care Sector)
- Business Development Centre West (Organizational Strategic Planning – Retreat and Analysis)
- Summit Learning Systems (Outbound Market Development Process)
- Tian Fine Foods (Product Launch – New Food)
- The Rod Shoppe (Feasibility Study – New Venture)
- EcDev. Strategies Inc. (Facilitator – CEDTP Courses)
- Airdrie Chamber of Commerce (Strategic Planning and Membership Initiatives)
- CED Innovations Inc. (Trainer – Community Economic Development)
- Sherwood Homes Development Corporation (Business Plan – Apartment Building)
- Innovative Food Concepts (Feasibility Study – New Product)
- Genghis Grill (Marketing Plan and Funding Applications – New Product Line)
- TLC Holdings (Feasibility Study – New Product)

Testimonials

"...I am happy to report that she [Natalie] and her company have been true to [that] promise, providing us with honest and reliable information, delivering reports on time, with proper terms of reference and deep background sourcing. I will recommend without hesitation InnoVisions as an excellent starting point for any serious business venture."

Tony Schlee, President, TLC Holdings Inc.

"...Natalie was very pleasant to work with and completed the project within the timelines and budget agreed to the proposal. The completed report was very thorough and accurate and provided enough information for us to make a solid decision.... We would certainly use InnoVisions again on future projects and would be more than happy to recommend you to others who may be considering InnoVisions."

Randy Aspinall, Summit Communities Inc.

Affiliations and Awards

- Recipient of the 1992 Governor General's "Canada 125" Commemorative Award, for outstanding dedication and service to the community and country
- Member, Board of Governors, Alliance for Capitalizing on Change (ACOC)
- Member, Alberta Economic Developers Association
- Member, Airdrie Chamber of Commerce