



Naomi Goldapple, IMBA

EXPERIENCE

Naomi joined Modelcom in 2011 as part of the Business Strategy and Marketing team. Her expertise is in crafting strategy, developing tight project plans and creating innovative marketing programs. She has the unique experience of being both a start-up entrepreneur and a seasoned business consultant with a corporate background in business strategy and international business.

Naomi's experience was gained through business and technology consulting for IBM. She led transformation projects with North American banks and insurance companies. She worked in Latin America on various projects; creating strategies to increase foreign direct investment, helping utility companies to increase payment options and developing a small business banking portal. She held the position of Director, New Business and ecommerce for Royal LePage Commercial Inc, one of Canada's largest commercial real estate companies.

Her most recent experience was starting up and running Maman, bébé et café inc., a center for young families where the adults could get fit, socialize, shop or get pampered while their children were happily playing in the state of the art play area. The efforts paid off by winning the Concours Québécois Entrepreneuriat 2007, Défi féminin compagnie F 2007 and being nominated as a finalist in the Prix Femme d'Affaire du Québec 2008.

Naomi has an International MBA, specializing in developing markets in Latin America, from the Schulich School of Business as well as a Bachelor of Commerce from McGill University.