

Elevated Appoints Rebecca Wood as Chief Revenue Officer

Former Calgary Chamber of Commerce Director of Sales and Corporate Sponsorship to lead revenue growth and truly fuel the next stage of Elevated's growth.

Calgary, AB – May 8, 2019 – Today, Elevated announced the appointment of Rebecca Wood as Chief Revenue Officer (CRO). Rebecca's extensive experience in building teams, creating sales cultures and more importantly elevating the sales profession as a credible, engaging and creative profession will support Elevated's mission to be the most recognized workplace experience design team in Canada.

"This has been a momentous year for Elevated. We have continued our upward trajectory in revenue, entered new markets and have developed new products," said Michelle Berg, CEO and Leading Lady of Elevated. "To drive the next phase of our growth, we were looking for a sales leader with strategic and operational experience and a proven track record of leading a team in markets that are both growing and contracting. I watched Rebecca thrive at the Calgary Chamber and I welcome her now as a strategic partner for our organization to push us to new heights."

Rebecca comes to Elevated with more than 20 years of experience driving revenue growth and building successful teams in all industries. Most recently, she spent almost 7 years at the Calgary Chamber of Commerce where she was promoted multiple times during her tenure. In her role, Rebecca led membership and sponsorship sales. She has mentored sales professionals through the International Association of Chamber of Commerce Executives, conducted numerous workshops, webinars and panels on sales and membership development and practices the Sandler Sales and Leadership philosophy.

"This past year in particular, has been a major realization for me just how much I care about employee experience. It's all about the people. Elevated is a company that offers creative and innovative solutions to engage and manage teams. And I have personal experience that it generates results. I love sales. And I love finding solutions that support growth. Elevated is an obvious choice for me because I can support companies with solutions for the people to truly accelerate their success."

ABOUT ELEVATED

Elevated HR Solutions offers a full range of people and culture strategies including but not limited to employment branding, recruitment strategy and design, customized leadership development for both leadership and HR teams, compensation analysis and design, performance management strategy and design, payroll, employee handbook development as well as termination support and outplacement.

Since 2010, we have been helping businesses of all sizes to contain their HR costs, minimize employer-related risks and free up time and resources so managers and leaders can get back to doing what they do best.

For more information, please contact:

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