

**Celia Desmond**  
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**Objectives:**

Provide leadership to managers and professionals in a rapidly changing business environment.

Enhance communication amongst industry professionals and academics worldwide, leading to further technological and business developments

Build and lead teams implementing innovative projects

**Offering extensive experience in:**

**Executive/General management**

- **President World Class – Telecommunications**
- **President of IEEE Communications Society** (>50K member, Budget \$16M)
- **IEEE Board of Directors** – Fiduciary responsibility (>350K members, Budget \$2B)
- **President IEEE Canada** (14,000 members, Budget \$0.5 M)
- **Chair - IEEE Transnational Committee**
- **Chair IEEE Audit committee**
- **Director** - Stentor

**Customer support**

Bell Canada – supervised tech support groups in four disciplines supporting large National customers

**Culture change agent**

Stentor – member of management team responsible for creating corporate culture for spin-off from Telecom Canada

**Process creation**

Stentor – Responsible for team establishing governance process for Stentor; member New Business Opportunities team

**Career coaching**

Stentor – Member of team managing Stentor coaching program  
- Coach of Stentor employees

**Marketing analysis**

Stentor – Analysis of high speed access options for Stentor; analysis of billing system replacement in Long Distance services.

**Engineering planning**

Bell Canada – Responsible for groups standardizing all equipment used in analogue data transmissions, for long range planning for all data networks

**Network design**

Bell Canada – traffic analysis for all data networks, design of all tools for traffic analysis, support for line groups providing customer network traffic analysis

**Education and training**

University of Toronto, Steven's Institute of Technology, Ryerson University – Instructor and Adjunct Professor in telecommunications management, project management  
Wheable District High School, London Ontario – Mathematics teacher  
Robert Meek Public School – Kindergarten teacher

**Skills/Strengths:** Known for achieving breakthrough results through others  
Strong interpersonal, leadership skills  
Excellent communications skills  
High motivation and energy  
Good organizational skills  
Innovative entrepreneur  
Efficient  
International professional contacts  
Extensive worldwide experience with technical professionals

**Education:** Masters Degree - Electrical Engineering, Carleton University, Ottawa  
B. Sc. - Mathematics & Psychology, Queens University, Kingston, Ontario  
Ontario Teaching Certificate, Ottawa Teachers College, Ottawa, Ontario

**Author:** Project Management for Telecommunications Managers  
Kluwer Scientific Publishers

**Professional Certification:** Ontario Teacher's Certificate  
Project Management Professional

### **Career History:**

#### **World Class Telecommunications**

President 1998 to present

Celia Desmond is President of World Class - Telecommunications, an organization which provides training, consulting and management skills in the telecommunications engineering and business environment. She helped establish and manage a new Masters of Engineering in Telecommunications program at University of Toronto, which started in September 1998. She created and manages a continuing education Certificate program in Telecommunications Management, at the University of Toronto, which started in 2002. She manages a program for entrepreneurs offered by the Ontario Society of Professional Engineers. She has provided expert witness support to industry as recently as January 2003. She has lectured internationally on Programs for Success in Today's Changing Environment, and also on telecommunications for two departments at University of Toronto, and at Ryerson. Celia has developed six Project Management short courses. She frequently provides courses on Project Management for University of Toronto, University of Waterloo and Procept, and at Stevens Institute of Technology she teaches a web based course in Project Management. Celia is the author of "Project Management for Telecommunications Managers" released officially by Kluwer Academic Publisher in November 2003.

#### **Stentor**

Led teams in engineering, in process change and management coaching.

Celia applied her skills in process reengineering, culture change and general management at Stentor, as the Toronto Development Coach Champion, a member of the technology leadership team, a member of the TQM meeting facilitation team and project manager on a number of complex projects. She was instrumental in establishing the Stentor culture and processes, and in obtaining buy-in from the employees to adopt and grow the new organization. She developed and implemented processes for service/product development and for project governance within SRCI. As Director -Industry Liaison, a position she created for SRCI she was the external technical linkage to the Stentor owner companies, their customers, and the international technical community

1998	<b>Development Coach Champion, Technology Leadership, Project Manager, TQM Meeting Facilitation</b>
1997	<b>Project Manager – long distance services</b>
1996	<b>Local Strategy - Market analysis</b>
1995-1996	<b>Project Manager- HRDC Electronic Service Delivery</b>
1994	<b>Process Management Consultant</b>
1993-1994	<b>Director - Industry Liaison</b>

### **Bell Canada**

Managed teams in line and staff functions, in engineering, customer support and employment

In various Bell positions, Celia provided strategic direction to the team of technical, marketing, and operations resources who planned the corporate direction, ran technology and service trials, standardized equipment, and issued guidelines for the member companies. Previously, in line positions, Celia's group provided full technical support to large business clients.

1991-1992	<b>Associate Director- Advanced Services Planning</b>
1978-1991	<b>Section Manager-Customer Systems, Technical Support, Employment, Transmission Design, Data Network Planning</b>
1973-1978	<b>Network Design Specialist</b>

Celia participated on team evaluating Columbia University Communications Research Center for NSF 1990-1992.

### **IEEE**

Celia is the 2003 chair of the IEEE Transnational Committee, and Past President of the Communications Society. As 2002-2003 President of IEEE Communications Society, which has 50,000 members worldwide, she led the Board to turn the Society from financially troubled to almost break-even, during difficult times in the Communications industry. In 2000-2001 she was President of IEEE Canada (over 13,000 members) and 2001 President-Elect of IEEE Communications Society. She has served twice on the Board of Directors of IEEE (over 380,000 members worldwide) as Division III Director in 1996-97 and as Region 7 Director in 2000-2001. She was previously Vice President - Member Affairs for IEEE Communications Society. She was also Director of Meetings and Conferences, overseeing over 50 international conferences yearly and setting strategic direction for this sector of the business, Director of Chapters, and Director for North America for Communications Society.

She organized a number of very successful international conferences including ICC '97, held in Montreal, with over 1000 attendees, ICUPC '93, in Ottawa, Infocom '87 and CSECE '92 in Toronto.

Celia is known as a strong mediator who is instrumental in bringing groups to common ground. She is a Senior Member of IEEE.

### **Teaching Experience**

Celia has taught courses in Kindergarten, high school and graduate level at different universities, including Ryerson School of Business, University of Toronto and Stevens Institute of Technology. She teaches courses in telecommunications, Internet, Project Management, and business applications such as career planning and culture shift.

1998-present	Telecommunications, Business Success for World Class – Telecommunications
1998-present	Project Management for University of Toronto and Procept
2001- present	Project Management, web based, for Stevens Institute of Technology
1997-1998	University of Toronto - Courses in telecommunications
1990-1997	Ryerson School of Business - Course in Telecommunications Management
1984	University of Ottawa - Graduate course in Computer Communications

1978	Carleton University - Graduate course in Computer Communications
1992-1993	Northern Telecom Network Engineering Program, U of T
1985 and 1993	Carleton University - Telecommunications Engineering
1968-1973	Mathematics Teacher - high school and community college
1966 - 1968	Kindergarten Teacher

### **Awards**

In 1991 Celia was awarded the Donald J. McLellan Award for meritorious service to IEEE Communications Society. In 1993, Celia was made a Senior Member of IEEE.

In March 2000 she was awarded the Engineering Institute of Canada John B. Stirling Medal, and the IEEE Millennium award, based on two nominations, one from Communications Society and one from the Board of Directors.

### **Certification**

Celia is a Project Management Professional, certified by Project Management Institute. She is a certified teacher, from Ontario Teachers College.

### **Other Interests:**

Running  
Making porcelain dolls

### **Publications and Lecturing**

Celia has over 10 publications, mainly technical, in telecommunications. She is the author of a book published November 2003 by Kluwer Academic Publishers, Project Management for Telecommunications Managers.

She also has editorial experience as:

Guest Editor - Canadian Journal of Electrical and Computer Engineering, January 1994

Editor – IEEE Communications Surveys

Editor and co-author of a periodic column in Communications Magazine, On-Track 1999-2002.

She has lectured in Canada, Central America, South America and Asia on programs for success in today's rapidly changing business environment.