



Jennifer Powers, MBA,
GDM, Ec. D

Principal & Co-Founder,
Ideacia ONE Inc. Group of
Companies: R&D ONE, Strategic
Marketing ONE, and M&A ONE

Jennifer Powers has an impressive track record of working with clients to achieve measurable results that positively influence profitability and competitive positioning within their respective industries. Jennifer's passion, drive, and enthusiasm for her profession is reflected in the quality of work she produces.

As a principal at Ideacia ONE Inc., Jennifer is leading the launch of the newly formed group of companies operating under Ideacia ONE, namely Strategic Marketing ONE and M&A ONE, as well as playing a pivotal role in expanding R&D ONE across North America.

Jennifer has extensive public and private sector experience. In the public sector she managed Economic Development Offices at the City of Brampton, Town of Whitby and Region of Durham. In the private sector she held the position of Vice President of Strategic Planning at Ogilvy Rothchild Ltd. where she worked with venture capital firms assisting their clients with corporate strategic planning, business plan writing and public & investor relations projects on an international scale. Most recently she was Vice President, Marketing & Business Development at ROCG, an international consulting firm.

Jennifer obtained her Graduate Diploma in Management (GDM) and MBA from Athabasca University. Prior to that Jennifer studied Journalism, Public Relations and Marketing at Durham College, Economic Development at the University of Waterloo, and Commerce at the UOIT. Jennifer also obtained her economic developer designation (Ec.D.) through the Economic Development Association of Canada (EDAC).

Jennifer has a passion for traveling and exploring new cultures, enjoys theatre and writing. Jennifer is also currently writing her first book, which will be the catalyst for raising funds to support single mothers pursuing graduate level education. Jennifer is the recipient of the Women of Distinction designation and has earned numerous national and provincial marketing awards.