

Deb Rodrigo

“Members focus their efforts, optimize their time and talents and drive growth; a commitment to what is possible not what is probable.”

TEC CEO Chair, TEC Small Business Chair, TEC Inside Chair
Edmonton, AB



Hello!

In my 30-year career as a Chartered Accountant, I have quickly distinguished myself in the industry as a problem-solver. I have a keen ability for communicating with clarity, allowing me to build healthy organizational cultures while empowering and mentoring others. Throughout my experiences, I am distinguished by my colleagues through the trust I instill, both in themselves and in my leadership. By equipping my teams with tools that align with their individual strengths, I am recognized as a leader dedicated to development.

As a visionary, I possess a natural talent for identifying growth opportunities, better positioning organizations for strategic execution in finance, operations, and risk management. These abilities have led me to hold numerous executive roles, including Chief Operating Officer with HighStreet Insurance Brokers, Chief Financial Officer with numerous public and private companies, and Vice President of Finance and Operations with Concordia University. Throughout my career, I have led significant growth of up to 270% in annual profits in a complex organization, international growth capital financings, the commercialization of an R&D start-up company, and successfully restructured a financially distressed corporation.

As the Founder and CEO of Strategy in Motion Inc. and a TEC Canada Chair, my mission is to enable Albertan companies to flourish by helping business leaders identify their hurdles, execute strategic plans, and maximize growth and value. I am passionate about developing those around me and building winning strategies that elevate leaders to their full potential.

On a personal note, I'm happily married to my husband, and we have three children, one family dog, and two cats. I find joy in reading, running, hiking, and sharing a good laugh. Currently, I serve on the Board of Capital Region Housing Corporation and on the Advisory Board of two private corporations. I have previously been involved in nine not-for-profit boards, the Financial Executives International Edmonton Chapter board, and taught Corporate Governance at the JR Shaw School of Business. I hold a Bachelor of Arts from the University of Toronto, a CPA CA designation, and a FEI/Smith School of Business Leadership Beyond Finance Certificate.

My TEC Group Vision

Members focus their efforts, optimize their time and talents and drive growth; a commitment to what is possible not what is probable. Group members will be committed to one another's growth and success founded on trust, integrity, self-awareness and honesty.

Let's Start the Conversation

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Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

TECCANADA