



Dawn A. Sutherland, MBA

Founder & Chief Strategist

Sutherland

&
ASSOCIATES

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Certified Facilitator

A seasoned professional

Dawn Sutherland works with executives, boards, and leadership teams to solve complex business challenges, strengthen organizational culture, and turn insight into action. A strategist and master-level facilitator, she blends evidence-based tools with deep business acumen to help teams think clearly, decide effectively, and deliver results.

With more than 25 years of senior management and consulting experience, Dawn has held executive and client-side roles across multinational organizations in strategic planning, marketing, brand management, communications, and organizational effectiveness. Her work spans Canada, the USA, Latin America, the Caribbean, and Europe – bringing a global, cross-sector perspective to every engagement.

Dawn is recognized for her ability to guide groups through high-stakes conversations with clarity and confidence. She is an IAF Master Facilitator, the highest global certification in professional facilitation, reflecting advanced application of the IAF's core competencies and its Code of Ethics. Her approach integrates strategy, psychology, and neuroscience to help leaders navigate complexity and move forward with alignment and energy.

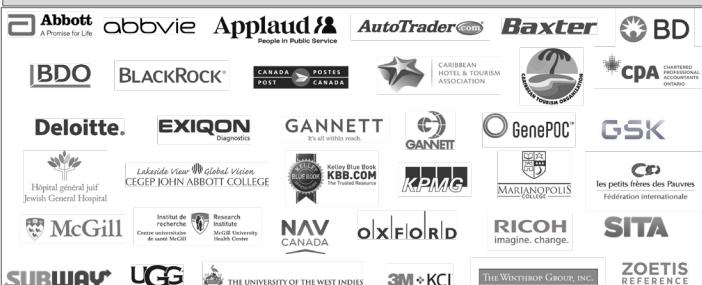
She also brings expertise in problem-solving and innovation, using **VIEW**: An Assessment of Problem-Solving Style™, and in organizational climate and culture, leveraging the Situational Outlook Questionnaire (**SOQ**). As a PROSCI-certified change practitioner, she helps organizations implement meaningful, lasting change.

Industry experience

Dawn has worked across a broad range of industry sectors, including:

- Health & Life Sciences (pharma, biotech, med-tech, animal health)
- Professional Services (Big 4, legal, consulting)
- Technology & Innovation (IT, digital transformation, R&D-driven organizations)
- Consumer & Retail (CPG, QSR, global brands)
- Government & Public Sector (policy, public health)
- Higher Education
- Tourism & Hospitality
- Advertising & Communications
- Non-profits & civic social organizations

Clients



Education

Dawn holds a Bachelor of Journalism (High Honours) with a minor in Psychology (Carleton University) and an MBA (McGill University and HEC Paris – Institut Supérieur des Affaires).

Testimonials

"Having worked with Dawn on both Corporate and Brand strategy projects, I can confidently say that she is one of the best strategic minds in the business." **Jamie Condie**, President USA and Canada (ret.), Becton Dickinson, Franklin Lakes, NJ

"I have worked with many professional facilitators. Dawn without question is the best facilitator that I have ever hired to manage our strategic planning workshops." **Ron Reed**, Director Strategy (ret.), SITA, Atlanta, GA

"Dawn is the most effective and skilled facilitator with whom I've worked." **John Simmons**, Executive Chair of the Board, Verv, Sudbury, ON

"Dawn is extremely skilled at facilitating multi-functional groups on highly technical and complex subject matters. She has effectively led multiple-day corporate retreats, successfully keeping the group energized, focused and on-task even when the issues evoked strong emotions and dissension." **Tobi Karchmer, MD, MS**, VP, Worldwide Medical, Baxter International, Baltimore, MD