



Donna joined the branch in 2003 and currently works as Trade Development Officer-Mexico; responsible for developing and coordinating strategic trade initiatives for companies interested in exporting to Mexico. This includes providing market intelligence, coordinating buyer missions and connecting Alberta food processors to Mexican buyers, retailers, and trade opportunities.

Her previous experience includes working as the U.S. Trade Director and coordinating New Exporter Training Initiatives for companies in various industries. Donna also worked at The Business Link as both the Export Specialist and the Regional Program Coordinator. Her responsibilities included providing support to new exporters and developing and implementing a regional program through 35 regional partners to provide business support services throughout Alberta.

Donna obtained her Certified International Trade Professional (CITP) designation and holds a B. Comm. in International Business and Marketing. Her international experience includes working and facilitating conferences in Mexico, Peru, Guatemala, Uruguay and Argentina where she managed projects and incoming missions for the Canadian Embassy and Canadian Education Centre. Donna has also volunteered and worked internationally with AIESEC, an international student exchange organization, and currently sits on the board of OWIT Alberta (Organization of Women in International Trade).