



BIO – MARCIA O’CONNOR

Since 2007, Marcia O'Connor has worked in the area of international market research and communications. Previously Marcia spent seven years as a Trade Development Officer primarily covering the Mexican market.

Marcia has experience in providing information on market trends and opportunities to Alberta's agri-food industry. She has done both primary and secondary research on global trends, documentation requirements, the retail market, and processed foods.

Marcia works in partnership with other levels of government and Alberta's trade offices to produce products and services to increase Alberta industry's knowledge of international markets. She has produced articles and reports, arranged seminars, and made presentations to clients and partners. She was a team member on a competitive intelligence project which received the Premier's Award of Excellence.