



## Greg Elsasser

### Senior Project Manager

Lawson Projects

Responsibilities include new business development and working with senior Client management to ensure that all facets of projects are executed in a manner that enables Clients to fulfill their construction objectives.

2018 – Present **Senior Project Manager**, Lawson Projects

- The Windsor, Mixed-use Development, Calgary
- Pearce Gardens Condo Fire Restoration Project, Calgary

2012 – 2016 **CFO and Acting President/CEO (2016)**, Wood Buffalo Housing & Development Corporation

- Provided affordable housing for over 1,300 families
- Lead the organization through the wildfires and recovery effort
- Negotiated JV's with the province for the residents as part of the recovery effort
- Developed strategic plan and performance metrics for \$360MM in assets
- Grew assets by \$90MM and managed \$25MM annual average capital budget and \$25MM annual average operating budget
- Reduced insurance premiums by \$50k with best-in-class risk management program
- Reduced cost of borrowing by \$375k annually through financial restructuring

2009 – 2012 **CFO/Controller**, DynAgra Corp.

Responsible for all accounting and financial functions of the independent agricultural supplier of fertilizer

- Prepared internal financial statements, analysis of financial results comparatives and performance metrics and prepared valuations for acquisition targets
- Developed financial restructuring options to optimize capital structure
- Streamlined organization through amalgamation of related company
- Completed divestiture of operating unit and raised capital for new start-up
- Evaluated organizational risks in relation to insurance coverage
- Evaluated and improved corporate controls, policies and procedures
- Developed transfer pricing model for related companies

2003 – 2009 **Business Consultant**, Self-employed

Provided financial, operational and strategic assistance to SME's in a variety of industries. Work included completing a reverse takeover to bring client to public markets; integrating new acquisitions into financial reporting and control processes; and improving financial reporting and cash flow forecasting

1997 – 2003 **Senior Accountant (Multiple Roles) and Team Lead**, ENMAX

Supervised a team of 8 staff; coordinated monthly financial statements, quarterly working papers, and energy forecast and model; improved energy trading and financial systems; developed tax model for planning/tax filing; and other related functions.

1994 - 1997 **Estimator and Financial Analyst**, Computing Devices Canada (General Dynamics)

Prepared financial packages for bids; prepared estimating plans with managers; Identified program risks/mitigation strategies; and supported contract negotiations.

### Education / Qualifications:

**EMBA**, University of Fredericton; **CFO Certificate**, Institute of Chartered Accountants of Alberta; **Real Estate Development Certificate**, University of Arizona; **Controllership Certificate**, Institute of Chartered Accountants of Alberta; **CPA, CMA** Chartered Professional Accountants of Alberta; **BComm**, University of Calgary