

## Berlineaton Case Competition 2023 – Judge Bios

The judges will be evaluating the materials and presentations of the four finalist teams on October 5, 2023. The first round of evaluation will be completed by the team at Berlineaton.



### **Jody Elson, Executive Director, Ministry of Citizens' Services**

Jody is an Executive Director of Organizational Capacity, Culture & Communication at the BC Ministry of Citizens' Services. In her over 15 years of public service, Jody has been involved in the technology and innovation fields and thrives to build modern teams and use technology to achieve the next phase of digital transformation in government.



### **Manuel Schriek, Senior Manager, KPMG**

Manuel is a Senior Manager in KPMG's Advisory Services Practice in Victoria, BC, Canada. He holds a Master of Science degree in Business and IT and is a Certified Management Consultant (CMC) with over 10 years of international experience in the areas of CIO Advisory, IT Sourcing, IT Management, and IT Risk & Security.



### **Nav Sidhu, Senior Associate, Cascadia Strategy Consulting Partners**

Nav Sidhu is a senior leader with 17 years of public service and operations management expertise. Throughout his career to date, he has been integral in modernizing operations for municipal departments and public service providers. Nav excels at designing and implementing new processes and systems and leading teams through periods of change. He has a wealth of experience developing and implementing strategic plans that guide long-term investments and reporting to elected boards and City Councils. Prior to joining Cascadia, Nav was the Assistant Director of Parks and Recreation at the City of Victoria.



### **Shelly Berlin, Co-Founder and Managing Partner, Berlineaton**

Shelly has over 25 years' experience in management consulting in strategy, process improvement and leader development. She's worked extensively with public and private sector organizations, and she is a professional facilitator, expert in the design, development, and execution of strategy. She is a certified executive coach and a Fellow of the Canadian Association of Management Consultants.



### **Cathryn Chase, Senior Consultant, Berlineaton**

Cathryn Chase is a Senior Consultant with Berlineaton. At Berlineaton, Cathryn works to support clients across business areas, including Continuous Improvement, Strategy, and People Development, with a focus on turning data into insights. She approaches all her work with curiosity, an analytical eye, and is passionate about co-creating effective and sustainable business solutions with clients. Before joining Berlineaton, Cathryn earned a dual degree from UBC Sauder School of Business, graduating with a BA (International Relations) and a Master of Business Management.