

**Phillipa (Pip) Conrad,**  
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**Education:**

BA English with Education 2:1- Surry University UK.  
Numerous Leadership Sales, Marketing and Management Courses – UK/USA

**Work Experience**

1987- 1990 – Marketing and PR executive, London UK.  
1990 -1996 – Executive Search consultant and Headhunter – London UK. Director of Operations for public limited company.  
1997-2002 – International travel and work.

**Raleigh International** – Project manager for UK Youth Development Charity with a focus on developing team leadership and personal development skills through tangible projects. Built (with 27 youth) from scratch a Wilderness Education camp.  
**Cheetah Conservation Fund**, Otjivarongo – Namibia. Marketing and PR Liaison. Developed a local fund raising campaign, as well as International campaigns. Helped to found CCF UK. Served on UK Board of Directors. Worked with numerous visiting groups from volunteers to National Geographic and much, much more in this world-renowned Conservation project.

**Chumbe Island Coral Park** – Zanzibar. Chumbe was set up as a true example of eco-tourism in order to protect a pristine coral reef off the coast of Zanzibar. The island strived to cover every aspect of environmentally sound practices from water catchment and waste disposal systems to research, education and community development. As Island Manager, my focus was to build the local team capacity, through education and training; liaison between education, conservation and research groups visiting the island and guest management.

**Salida, Colorado.** 2002-2006 Marketing and Office Management in Salida Colorado. Helped set up a successful, new Real Estate office in Salida, Colorado. Qualified as a realtor.

**First Street Flooring** 2006 – present. Small, successful retail store in Salida. Project management, marketing, interior design, administration, problem solving, team management, and bookkeeping, day- to -day management of a business. Doubled revenue in the time owned and increased staff capacity in terms of employees and sub contractors. One of the pleasures of owning a business in a small community is the support that we have been able to give many local organizations both financially and through volunteer opportunities.

Various volunteer positions including Rotary, Salida Business Alliance, Symphonic Salida, Saguache County Credit Union - Credit Committee and Board of Directors 2005-2011. Crestone Music Festival.

**Interests-** skiing, hiking, diving, languages (Good French, Rusty Spanish and basic Swahili), sprint triathlons, travel, family and friends.