

Kelsey Helm

Operations Executive



Based in Kelowna, British Columbia, Canada

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Areas of Focus & Expertise

- **Strategic Planning**
- **Go-To-Market Strategies**
- **Product Leadership**
- **Cross-Functional Team Leadership**
- **Culture Building**
- **Project & Program Management**

I am a strategic advisor currently working to establish Avantage's Center for Excellence (COE) in Kelowna, British Columbia. I oversee the COE's vision and strategic direction, identify areas of focus, and ensure alignment with the broader organizational goals.

With 17 years of experience, I have worked with global organizations including The Walt Disney Company, Wheelhouse Ventures and Dragon's Den. An expert people manager, I excel at building exceptional teams that consist of diverse professionals and ensure cross-functional collaboration. I manage the COE's resources, establish measurable metrics to determine effectiveness, and revise processes as needed to align with organizational goals. I also oversee compliance management, ensuring that all practices comply with laws, regulations, and organizational policies to mitigate risk.

When I'm not working, I love playing sports with my sons, and enjoy running, swimming, skiing, and exploring the world to learn about new places and people.

Featured Services

Operational Strategy and Optimization
Market Entry and Product Positioning
Scaling and Growth Management

Technology Solutions

Project Management and Collaboration Tools
Data Analytics and Business Intelligence Platforms
E-commerce and Digital Marketing Tools

Industries

The Walt Disney Company
The University of British Columbia
Li & Fung

About avantage

For over 15 years, Avantage has been building a trusted brand, engagement by engagement. We are privileged to serve the organizations we work with, that include some of the most recognized brands in the world.

Our growth strategy is based on providing the specialized skills required to help our leading enterprise clients adopt the modern capabilities required to compete and innovate in a disruptive world. With a results based approach, we combine great people with advanced IP, tools and systems, that positions us a notch above in a highly competitive marketplace.

