

Natalie Gibson is the President of InnoVisions and Associates. InnoVisions is an international economic development and marketing consultancy firm based in Airdrie, Alberta. Economic Development troubleshooting and community development strategies have become a specialty for Natalie, and she specializes in providing elected officials and community leaders with the 'detail to make decisions' for their businesses and communities to thrive and grow.

Natalie Gibson's results are proven. With 18 years of market research and business development experience, Natalie serves both private and public sector clients. Her specialties include, but are not limited to, development of business retention and expansion programs, industry profile and analysis, feasibility studies, business investment attraction, marketing plans, and new market development.

A skilled public speaker and a dynamic presenter Natalie shares a unique community development perspective developed from experience in both economic development and from serving as an elected official. Natalie is certified in both economic development and marketing. In the last five years, Natalie has taught, trained and motivated hundreds of elected officials, economic development personnel and community stakeholders delivering one of Canada's first Community Economic Development Training Program (CEDTP).