

International Relations and Marketing – Staff Bio

MARCIA (Marcy) O’CONNOR

International Marketing Officer

780-422-1762

Marcy.oconnor@gov.ab.ca

Since 2007, Marcia O'Connor has worked in the areas of communications and international market research. Previously Marcia spent seven years as a Trade Development Officer, primarily covering the Mexican market.

Marcia works in partnership with other levels of government and Alberta's trade offices to produce products and services to increase Alberta industry's knowledge of international markets. She has produced promotional materials on agricultural products, written articles and reports, arranged seminars, and made presentations to clients and partners.

She is the lead on the production of Alberta's Agriculture and Food Products and Services Export Catalogue. Alberta agri-food exporters can be profiled in printed and online catalogues.

Marcia has experience in providing information on market trends and opportunities to Alberta's agri-food industry. She has done both primary and secondary research on global trends, documentation requirements, the retail market and processed foods.

2018

