



# CONTINUING STUDIES@UVIC

*"My team and I strive to develop proactive strategies to support process accountability and organizational growth. Our dedication and adherence to refining best practices and analytic techniques guides every new research project we take on."*

## BIO

Madira started her career as a research assistant while completing her master's in public health administration. After graduating, she took a position as a health projects coordinator within the provincial government. As a result of her dedication to project and systems management, Madira was promoted to the manager of a new analytics research team.

**MADIRA**  
THE MANAGER

Division Manager, Health Analytics  
Public sector (provincial government)  
Mid 40s  
Ottawa, ON

## CORE BELIEF

Population health analysis is not about just crunching numbers, but rather establishing essential practices for refined, reproducible research that can make a difference to our society.

## PRIORITIES

Developing a team that is dedicated to best practices and up-to-date approaches that drive excellence in research.

## NEEDS

- Up-to-date software and organizational finances to keep our analytic platform running smoothly
- Open lines of communication between researchers, stakeholders and policy makers
- More opportunities to work across organizational units to share knowledge and deepen analytic capacity

## FRUSTRATIONS

- Organizational leaders that believe funding staff upskilling is not part of their responsibility
- Inefficiencies that lean on outmoded processes and practices

## MOTIVATIONS

- Keeping organizational teams well-resourced to do excellent work
- Engaging staff across organizational units to share knowledge and resources
- Sharing research findings that influence stakeholders and motivate policy makers to take action

## PROCESS-ORIENTED



## SUPPORTIVE LEADER



## EFFECTIVE COMMUNICATOR



## RESOURCEFUL TEAM PLAYER



**University  
of Victoria**