



YWCA
EDMONTON

A TURNING POINT
FOR WOMEN

TANYA HOOK

Director

Year on YWCA Edmonton Board - Third

Tanya Hook was born in Edmonton and graduated from the University of Alberta with a Degree in Commerce in 1995. After university, Tanya accepted a position at Renaissance Wine Merchants and worked in both Edmonton and Calgary selling wine to retailers and restaurants. Working at Renaissance not only fostered Tanya's passion for wine, it also helped her develop a passion for experiential marketing, or marketing products and services in such a way to develop a greater connection between customer and brand.

Tanya left Renaissance in 2000 to pursue marketing full time and over the past eight years has worked at Canadian Rocky Mountain Resorts, SYSCO Food Service Ltd., Quail's Gate Estate Winery and now AMA. At AMA, Tanya manages Show Your Card and Save, a member rewards program exclusively for AMA members.

Outside of work, Tanya enjoys spending time with friends and family in the outdoors, skiing in the winter and camping, golfing, and biking in the summer.

