

Curriculum Vitae – Bruce C. Anderson

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EDUCATION

M.B.A., Levene Graduate School of Business, University of Regina, 1995.
B. Comm. (in Sports Administration), School of Commerce, Laurentian University, 1982.
Certificate in Project Management, University of Regina, 2011.
Certificate in Adult Education, St. Francis Xavier University, 1999.

OTHER CERTIFICATION / EDUCATION

ICD.D (Institute of Corporate Directors, Director), 2017.
CMC (Certified Management Consultant), Institute of Certified Management Consultants of Saskatchewan, 2009.
National Certified Investigator / Inspector, Council on Licensure, Enforcement, and Regulation, 2006.
Teaching Development Conference, University of Regina, 2006.
Train-the-Trainer Program, Volunteer Leadership Development Program, United Way of Canada, 1994.
CAE (Certified Association Executive), Canadian Society of Association Executives, 1990 - 2020.
Canadian Securities Course, Canadian Securities Institute, 1989.
Supervisor's Development Program, University of Regina, 1988.
Master Trainer, Skills Program for Management Volunteers, 1986.

TEACHING EXPERIENCE

Faculty of Business Administration, University of Regina **2005 – Present**

Current and Past Classes:

Introduction to Business (BUS 100)	New Venture Creation (BUS 402)
Business Strategy (EMBA 865, GBUS/MBA 815 and BUS 400)	Management Consulting Essentials (GBUS 867)
Small Business Modelling & Feasibility (BUS 302)	SME Consulting (BUS 403)

Past Classes

International Study Tour (EMBA 870)	Management Communications (BUS 205)
Business Strategy (MBA 815)	Introduction to Marketing (BUS 210)
Business, Government, and Society (BUS 405 and EMBA 860)	Public Relations Tools & Techniques (PR 33/ PR 201)
Introduction to Finance (BUS 290)	Introduction to Public Relations (PR 30)
	Community Economic Development (CDEV 046)

Facilitator / Trainer

Training and facilitation delivery of over 200 sessions to over 4,000 people.

1986 – Present

PROFESSIONAL EXPERIENCE

Instructor – Strategy & Policy

2007– Present

Faculty of Business Administration, University of Regina, Regina SK
(Sessional Lecturer 2005-2007)

Managing Partner and Senior Consultant

1997 – Present

b-creative group, Regina, SK

Working with not-for-profit, public sector, and small business clients, the firm offers three focuses:

- (1) Outsourced Services – association management and marketing services;
- (2) Design and Communications – creative design, marketing and communications strategic support;
- (3) Consulting and Training – management consulting, facilitation, and customized training; and
- (4) Executive Coaching.

Acting Associate Vice-President (Development)

Sept. 2014 – June 2017

External Relations, University of Regina, Regina SK

Reporting to University President, managed team of 25 staff and oversaw fundraising, alumni and community outreach functions.

Director, Centre for Management Development

Jan. 2008 – March 2015

Faculty of Business Administration, University of Regina, Regina, SK.

Oversight, direction, and marketing of student / faculty business consulting services, executive / leadership development, and research publications at Faculty of Business Administration. Was principal or senior consultant on various engagements.

Partner

1997 – Present

EarthSeeker Multimedia Inc.

Production, distribution, and marketing of interactive, natural science multimedia products, including Wetland Explorer, winner of national 2002 AMTEC Best Product of Show award.

Executive Director

1993 – 1997

Hospitals of Regina Foundation, Regina, SK

Management of revenue generation activities, staff, planning, communications, project outsourcing, and stakeholder / partnership relationships for four Regina hospitals.

Executive Director

1989 – 1993

Multiple Sclerosis Society of Canada - Sask. Division, Regina, SK

Direction and leadership of provincial division office raising \$1 million in revenues for education, research and services to 2,000 clients.

Business Manager**1982 – 1989**

Sask Sport Inc., Regina, SK

Responsible for financial services, human resources, planning, office support services, special projects, purchasing, and grant disbursement for \$100+ million organization.

Trust Coordinator (1982 – 1985), managed grants' eligibility, disbursement, and accountability.

PUBLICATIONS:Cases / Articles / Book Chapters (non-refereed):

1. **Anderson, Bruce** and Guy Holburn. TransCanada's Energy East Pipeline: Managing Municipalities' Objections (pending publication).
2. Wilkie, Andre, Guy Holburn, and **Bruce Anderson**. TransCanada's Energy East Pipeline: Managing Aboriginal Relations in the Energy Sector, February 2017.
3. Anderson, Bruce (2013). Innovate or Die: Yes, It Applies to Associations, *Association*TM, August / September 2013.
4. Anderson, Bruce (2013). Innovation and Strategic Thinking – The Art of the Possible, revised chapter in Association Management Development and Practices, published by the Canadian Society of Association Executives.
5. Anderson, Bruce and Michael J. Rouse (2011). CAA Saskatchewan: The Future of the Auto Club, published by Ivey Publishing, London, ON.
6. Anderson, Bruce (2005). Innovation and Strategic Thinking – The Art of the Possible, chapter in Association Management Development and Practices, published by Canadian Society of Association Executives.

Other Publications:

1. Publisher, *SMEE Review*, 2008 – 2015.
2. Editor, *Children's Medical Emergency Handbook*, Hospitals of Regina Foundation and Leader-Post Carrier Foundation, 1995.

Reviewer:

Review for Pearson Education Canada. 2013, reviewed draft manuscripts for Chapters 2, 3, 14, and 15 of textbook Ebert, Griffin, Starke, and Dracopoulos, *Business Essentials*, 7th Canadian Edition.

GRADUATE STUDENT SUPERVISION

Supervised 25 graduate student EMBA capstone projects (all successfully completed), as follows:

2019-2020:

- Dan Cugnet – Topic: Rural Municipalities' Restructuring
- Jessica McNaughton – Topic: Intrapreneurs Driving Innovation

2017-2018:

- Hayley Nargang – Topic: Becoming a Data-Driven Organization
- Karen Obrigewitsch – Topic: Hybrid Service Models

- Gerry Folk – Topic: Clustering and the Creative Economy

2016-2017:

- Allan Dedman – Topic: Perceptions of Shared Services Model.
- Darla Lindberg – Topic: Millennial Brand Loyalty in Financial Services Industry.
- Dana Wilkins – Topic: Business Model and Plan for Coffee Roastery.

2015- 2016:

- Carma Holmes – Topic: Improving Organization Structure in Engineering Firm.
- Charlene Oancia – Topic: Retail Growth Strategy for Professional Sports Team.
- Depesh Palmar – Topic: Launching Start-ups through Business Incubators

2014-2015:

- Mark Grambo – Topic: Establishment of Bid Management Office.
- Andrew MacCorquodale – Topic: Commercializing Medical Marihuana.

2013-2014:

- Emmet Boyle – Topic: Event Management Strategy in a University.
- Tracey Mazur – Topic: Benefit-Cost Analysis of Performing Arts Facility.
- Lionel Tootosis – Topic: Gaming in Saskatchewan.
- Murray Black – Topic: Utility Pricing.

2012 – 2013:

- Doug Line - Strategy Alignment of Emergency Services in Saskatchewan.
- Pam Skotnitsky - Corporate Social Responsibility for Credit Unions.
- Tim Eckel - Reviewing Utility's Distribution Field Operations.
- Thy Prak – Business Model and Business Plan for Home Builder.

2011 – 2012:

- Loni Kaufmann – Launch Strategy and Business Plan for Sports Clothing firm.
- Brad Henry - An Investigation of Opportunities Available to Computer Consultant

2010 – 2011:

- John Marshall - Future of Forensic Services in Canada.
- Kevin Bergeron – Utility's Workforce Challenges.

CONFERENCE PRESENTATIONS

- Lockhart, Wallace, Brian Schumacher, **Bruce Anderson**. 2014. Business Students: First-Year Experience. International Society for the Scholarship of Teaching and Learning, Quebec, QC.
- Lockhart, Wallace, Brian Schumacher, **Bruce Anderson**. 2012. Business Students: First-Year Experience. Mount Royal College Scholarship of Teaching and Learning, Banff, AB.

PROFESSIONAL MEMBERSHIPS

- Member, Institute of Corporate Directors
- Member, Institute of Certified Management Consultants of Saskatchewan.

AWARDS

- 2013 *Saskatchewan Business* magazine's Ten Men of Influence.
- Distinguished Business Alumni, Campbell Collegiate, 2013.
- University of Regina Alumni Association Award for Excellence in Public Service, 2010.

UNIVERSITY COMMITTEE AND ADMINISTRATIVE ACTIVITIES

- Undergraduate Program Committee, 2017 – present, and 2012 -2013.
- JDC West: Strategy Coach 2008- Present; International Business Coach 2019 – present; JDC West Entrepreneur Coach, 2009 – 2010 competitions; Co-Faculty Advisor, JDC West, 2011 – 2012.
- Faculty, Prince's Operation Entrepreneur, 2013 – Present; Faculty Lead, Prince's Operation Entrepreneur 2018-2019.
- Judge and Presenter, High School Case Competition, 2012 - present.
- University Resource Lead, United Way Campaign – 2019 – present; Co-Chair, University Campaign Team, United Way of Regina, 2013 – 2015; Campaign Committee: 2012 – present.
- Hill and Levene New Building Advisory Group, 2018 – 2019.
- Lead, Teaching and Learning Research Cluster, 2017 – 2019.
- Executive Lead, Outreach, July 2017 – June 2018.
- Dean's Executive Committee, 2012 – 2014.
- Member, Executive of Council, 2012 – 2014.
- Chair, Teaching Committee, 2013 – 2014.
- Faculty Representative to First Nations University of Canada, 2012 – 2014.
- Honourary President, Hill Business Students Society, 2011 – 2012.
- Member of Advisory Committee, Campus Master Plan, University of Regina 2010 – 2011.
- Member of Strategic Planning Team, University of Regina, 2009.
- Public Relations Certification Review Committee, Centre for Continuing Education, University of Regina, 2007 – 2008.
- Advisor, Advancing Canadian Entrepreneurs (now Enactus), 2007 – 2008.

OTHER PROFESSIONAL AND VOLUNTEER SERVICE

- Board Chair, Habitat for Humanity Saskatchewan, 2020 – present.
- Board Member, Chair Strategic Acquisitions Committee (2020-present) and Audit Committee Member, CAA Saskatchewan, 2017 – Present.
- Member, Council for Entrepreneurial Growth, 2017 – Present.
- Mentor, Manek Foundation, 2015 – Present.
- Mentor, Futurpreneur (formerly Canadian Youth Business Foundation), 2009 – Present.
- Judge, Paragon Awards, Regina and District Chamber of Commerce, 2010 – Present.
- Judge, ABEX Awards, Saskatchewan Chamber of Commerce, 2016 – Present.
- Board Member, Finance Committee Member, and Chair, Risk Oversight Committee, Habitat for Humanity Regina, 2018 – 2020.
- Board Member, Canadian Certified Management Consultants Association, 2018 – 2020.
- Board Member and Chair of Professional Conduct and Discipline, (and Board Chair, 2016 – 2018), Institute of Certified Management Consultants of Saskatchewan, 2010 – 2020.
- Judge, 2019 SYPE Awards

- Board of Director and Public Representative, Canadian Federation of Chiropractic Regulatory and Educational Accrediting Boards, 2010 – 2018.
- Director, Canadian Chamber of Commerce, 2015 – 2017.
- Board Member and Board Chair (2014 – 2015), Chair Finance Committee (2011-2014), and Chair Human Resources Committee (2010-2011), Saskatchewan Chamber of Commerce, 2009 – 2016.
- Board Member and Board Chair (2012-2014), Governance Committee Member (2013 – 2016), and Audit Committee Member (2010 – 2015), Saskatchewan Science Centre, 2010 – 2016.
- Advisor to Board, First Steps Wellness Centre, 2009 – 2016.
- Member, Management Advisory Board, BoardSuite®, 2004 – 2011.
- Board Member and President (2009 – 2010), Regina and District Chamber of Commerce, 2005 – 2010.
- Judge, Saskatchewan Youth Professionals and Entrepreneurs Awards, 2009.
- Advisor to the CEO, Namerind Housing Corporation, 2007 – 2012.
- Vice-President and Marketing Chair, Saskatchewan International Tattoo and Festival, 2007 – 2008.
- Committee Member and Mentor, Progress2Capital Business Planning Competition, 2007 – 2010.
- Board Member, Optimist Club of Regina, 2000 – 2008.
- President, Optimist Club of Regina, 2000 – 2001 and 2003 – 2004.
- Lieutenant Governor, Alberta-Montana-Saskatchewan-Northern Wyoming District of Optimist International, 2007 – 2008.
- Public Representative and Board Member, and Member, Investigation Committee, Chiropractors' Association of Saskatchewan, 2006 – 2009.
- Chair, 2005 Paragon Awards, Regina and District Chamber of Commerce, 2004 – 2005.
- Committee Member, Business Innovation Work Group, Regina Regional Economic Development Authority, 1997 – 1998.
- Vice-President, Sponsorship Chair, and Board Member, Regina Children's Festival, 2002 – 2006.
- Board Member and President (2003 – 2004), Do It with Class Young People's Theatre, 2002 – 2005.
- Co-Chair, 2005 SaskTel Canada Games Festival, 2004 – 2005.
- Past Committee Member, Business to Business Expo, Regina and District Chamber of Commerce.
- Board Member, Canadian Society of Association Executives, 1994 – 1997.
- President, Canadian Society of Association Executives – Saskatchewan Chapter, 1994 – 1995.
- Past Committee Member, CSAE national education / certification review.
- Vice-President, Foundation for Association Research and Education, 1994 – 1996.
- Director, Global-Tox International Corporation, 1990 – 1992.
- Board Member, Canadian Federation of Sport Organizations for the Disabled, 1988 – 1990.
- Board Member and President (1988 – 1990), Canadian Blind Sport Association, 1986 – 1992.