

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

Indigenous Canada course, University of Alberta, 2023.
COIL Design Workshop, AMPEI (Asociación Mexicana Para La Educación Internacional), 2023.
Strategic Change by Design, Change Design Institute, 2019.
4 Seasons of Reconciliation, First Nations University of Canada, 2019.
Lifecycles Capacity Consultant, Nonprofit Lifecycle Institute, 2019.
ISO 20700:2017 (Guidelines for Management Consultancy Services Training), CMC Global, 2021.
ICD.D (Institute of Corporate Directors, Director), 2017.
Faculty Development Summer Institute, University of Prince Edward Island, 2011
CMC (Certified Management Consultant), Institute of Certified Management Consultants of Saskatchewan, 2009.
Case Writing Workshop, Richard Ivey School of Business, 2008.
Case Teaching Workshop, Richard Ivey School of Business, 2007.
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 Classes*

Strategic Management (BUS 400)	Business and Society (BUS 405)
Strategy (EMBA 865)	Management Consulting Essentials (GBUS 867)
Strategic Management (GBUS/MBA 815)	Entrepreneurship: Ideation, Creativity (BUS 201)
Introduction to Business (BUS 100)	
Small Business Modelling & Feasibility (BUS 302)	

Past Classes

SME Consulting (BUS 403)

New Venture Creation (BUS 402)

International Study Course (EMBA 870)

Business, Government, and Society (BUS 405)

Business, Government, and Society (EMBA 860)

Introduction to Finance (BUS 290)

Management Communications (BUS 205)

Case Analytics (BUS 435AQ)

Introduction to Marketing (BUS 210)

Public Relations Tools & Techniques (PR 33/PR 201)

Introduction to Public Relations (PR 30)

Community Economic Development (CDEV 046)

*Note: Three classes have been delivered as part of Collaborative Online International Learning (COIL) with Mexican and U.S. universities.

Facilitator / Trainer

1986 – Present

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

PROFESSIONAL EXPERIENCE

University of Regina, Regina, SK

2005 - Present

Instructor – Strategy & Policy

2007– Present

Faculty of Business Administration
(Sessional Lecturer 2005-2007)

Faculty Mentor – Design Entrepreneurial Project

April – July 2025

Shad Canada – University of Regina Campus

Academic Lead

July 2024 – April 2025

Graduate Advanced Training and Entrepreneurship (GATE) centre

Faculty of Graduate Studies and Research

Project Lead,

June 2023 – April 30, 2024

Canadian Program for Creativity, Innovation, and Entrepreneurship

Faculty of Business Administration

Guest Strategy and Entrepreneurship Instructor

February 2024

Universidad de Guanajuato (UGTO), Mexico

During sabbatical delivered seven undergraduate and graduate classes and two presentations to UGTO Faculty and Guanajuato Chamber of Commerce

Executive Lead, Outreach

July 2017 – June 2018

Faculty of Business Administration

Associate Vice-President (Development)

Sept. 2014 – June 2017

External Relations

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.

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.

b-creative group, Regina SK 1997 – Present**Managing Partner and Senior Consultant**

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.

EarthSeeker Multimedia Inc., Regina, SK 1997 – 2017**Partner**

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

Hospitals of Regina Foundation, Regina, SK 1993 – 1997**Executive Director**

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

Multiple Sclerosis Society of Canada - Sask. Division, Regina, SK 1989 – 1993**Executive Director**

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

Sask Sport Inc., Regina, SK 1982 – 1989**Business Coordinator****1985 – 1989**

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

Trust Coordinator**1982 – 1985**

Responsible for management of 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, *SME 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

Supervision of Graduate Capstone Projects

Supervised 29 graduate student EMBA capstone projects (all successfully completed), as follows:

2021-22:

- Delee Silvius – Topic: Enterprise Risk Management in Regulatory bodies
- Jody Hilderman – Topic: Balanced Scorecard integration with Strategic plan

2020-21:

- Jessica MacNaughton – Topic: Intrapreneurs Driving Innovation
- Kurtis Reeder – Topic: Leadership's Impact on Intrapreneurship & Innovation

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 Tootoosis – Topic: Gaming in Saskatchewan.
- Murray Black – Topic: Utility Pricing.

2012 – 2013:

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

2011 – 2012:

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

2010 – 2011:

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

External Examiner for Graduate Theses:

2025 – Stephen Baa Darko, Master's Public Policy (MPP) Thesis: *Empirical Application of Kingdon's Three Streams Theory to the Small Modular Reactors Policy Idea in Saskatchewan, Canada*

2025 – Parul Sachdeva, MSc. Computer Science Thesis: *The GERM Game Design Framework for User Engagement, Retention, and Monetization*

2024 – Xiaolan (Grace) Yang, PhD Public Policy Thesis: *Giving to Noncharitable Nonprofits in Canada: Critically Assessing Their Public Benefit Status and Tax Policy Implications*

CONFERENCE PRESENTATIONS

- Lockhart, Wallace, Martin Pantoja Aguilar, **Bruce Anderson**, Sara Smit, 2023, Collaborative Online Intercultural Learning, Atlantic Schools of Business Conference, Halifax, NS.
- 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

- The Regina 25 Mentors Award, Economic Development Regina, 2025
- FCMC (Fellow in Certified Management Consulting), CMC Canada, 2021.
- AF- CMC (Academic Fellow) International Council of Management Consulting Institutes, 2021.
- 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

- University of Regina Shad Advisory Committee, Sept. 2024 to July 2025
- University Resource Lead, United Way Campaign – 2019 – Present; Co-Chair, University Campaign Team, United Way of Regina, 2013 – 2015; Campaign Committee: 2012 – Present.
- Member, Continuous Improvement Committee (formerly Committee on Accreditation), Faculty of Business Administration, 2023 – Present.
- Member, Scholarships and Awards Committee, Faculty of Business Administration, 2024
- Head of Search Committee for Strategy Term Lecturer / BTS Search Committee, Faculty of Business Administration, 2024-Present.
- Faculty Advisor, Levene Graduate Students' Association, 2024-Present.
- Advisor, Graduate Students Entrepreneurial Ventures (NaviGATE), GATE, Faculty of Graduate Studies and Research, 2024 – Present.
- Member, Instructor Conversion Committee, Faculty of Kinesiology and Health Studies, 2024 – Present.
- Undergraduate Program Committee, 2017 – 2024, and 2012 – 2013.
- JDC West: Strategy Coach 2008 – Present
- JDC West: International Business Coach 2019 – Present
- JDC West: Entrepreneur Coach, 2009 – 2010 competitions
- JDC West: Co-Faculty Advisor, JDC West, 2011 – 2012.
- Faculty Representative, Faculty of Arts, 2023 – 2024
- Faculty Representative, Committee Council, Faculty of Graduate Studies and Research, 2023 – 2024
- Judge and Presenter, Sask. Business Teachers' Association, High School Case Competition, 2012 – 2021, 2023.
- Faculty Representative, Faculty of Kinesiology and Health Studies, 2022 – 2023.
- University Task Force on the Future of Technology Infrastructure, 2021 – 2022.
- ICBC: Strategy Coach, 2021 – 2024
- Lead, Lecturer Hiring Committee, 2022
- Faculty, Prince's Operation Entrepreneur, 2013 – 2020, 2022; Faculty Lead, Prince's Operation Entrepreneur 2018.
- Hill and Levene New Building Advisory Group, 2018 – 2019.
- Lead, Teaching and Learning Research Cluster, 2017 – 2019.
- University Web Governance Committee, 2016 – 2018.
- 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, 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

- Public Representative and Executive Board Member, League of Educational Administrators, Directors, and Superintendents (LEADS), 2024 – Present.
- Board Member and Past Chair (2023 – Present), Habitat for Humanity Saskatchewan, 2020 – Present (Chair 2021 – 2023).
- Board Member and Chair Human Resources Committee (2021 – Present), CAA Saskatchewan, 2017 – Present, (Chair Strategic Acquisitions Committee, 2020-2021 and Audit Committee Member, 2017 – Present).
- Co-Emcee, 2023 and 2024 ABEX Business Awards, Saskatchewan Chamber of Commerce.
- Judge, 2019 & 2021 SYPE Awards.
- Mentor, Audacity Mentorship Program, Council for Entrepreneurial Growth, 2020 – 2022.
- Member, Council for Entrepreneurial Growth, 2017 – 2020.
- 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.
- 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.
- Public Representative and Board Member, Canadian Federation of Chiropractic Regulatory and Educational Accrediting Boards (CFCREAB now called The Federation of Canadian Chiropractic), 2010 - 2014
- 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.