

## Value Proposition

Bruce is an organizational architect and leader with 20+ years of senior management experience establishing and exceeding objectives. He has a proven ability to build and engage top-performing teams, Boards of Directors and partners, work under pressure, exercise diplomacy in the decision-making process and demonstrate leadership that exceeds client aspirations. He has extensive experience working as a CEO, business developer and consensus builder on major community projects on and with business, community, cultural, and advisory boards and task forces.

## Selected Achievements

- As a CEO, over a 12-year period, reconstituted a not-for-profit economic development organization with a team of six and an initial budget of \$2.4 million to a nation-leading organization with a team of 35 and an operating budget of \$7.8 million.
- Led business development and marketing organizations that garnered more than 150 industry marketing awards.
- Spearheaded the development and implementation of two city-wide multi-stakeholder economic strategies that engaged and informed over a dozen community stakeholder organizations.
- Established a new entity to oversee the construction and operations for a \$28 million purpose-built film studio facility in support of a \$100 million regional film and television industry.
- Facilitated more than 180 business investment projects including the building of The Bow Tower, relocation of Imperial Oil's headquarters, and the development of Quarry Park, Calgary's first large-scale office park.
- Created a not-for-profit community sponsorship program that increased revenues from 10% to 38% of the annual operating budget and recognized as the most successful sponsorship program amongst its Canadian peers.
- Developed marketing and communications strategies achieving more than 500 media hits annually and signature business events that elevated organization profile and media attention.
- Led more than a dozen national and international trade missions and business delegations with measurable outcomes achieved by participating delegates.
- Founded a national business investment organization that fostered collaborative marketing and business development efforts on behalf of Canada's largest cities and the Government of Canada.

## Experience

- Senior Advisor: Osborne Interim Management (2018 - Present)
- Executive Director: Friends of CABR (Calgary Airport - Banff Rail) (2021 - Present)
- Director of Sponsorship & Fulfillment: World Petroleum Congress (March - October 2023)
- Consultant: Cochrane to Rocky Mountain House Tourism Development Zone (March - December 2022)
- Director: Rotary Club of Calgary, Downtown (July 2021 - June 2023)
- Director: Swift River Farms, Farmland Acquisition and Edible Bean Production (2016 - 2023)
- Business Development Advisor: Utility Source Inc. (2018 - 2019)
- CEO: Airdrie Health Benefits Cooperative Inc. (2017 - 2018)
- Director: Watt Consulting Group, consulting engineers (2016 - 2019)
- President & CEO: Calgary Economic Development Ltd. (2003 - 2015)
- Founding Chair & Director: Consider Canada City Alliance (2011 - 2015)
- Director: Theatre Calgary (2010 - 2017)

## Qualifications

- Directors Education Program - Institute of Corporate Directors, University of Calgary
- Bachelor of Environmental Studies - University of Waterloo
- Business Diploma - Wilfred Laurier University

