

ANDRE O'BONSAWIN

Indigenous Entrepreneur

Organized, deadline-oriented entrepreneur with more than 20 years of creative services and marketing experience. Written and verbal communication skills in both English and French. I am also the manager for strategic Indigenous initiatives at Algonquin College helping support Indigenous students and communities.

EDUCATION

Master of Management Innovation & Entrepreneurship

Smith School of Business, Queen's University, Kingston, ON

Program is Complete July 2019

Graduation in Nov. 2019

This program is specifically for those who will start, grow or drive new ventures whether in a startup or inside a corporation. Special skills, strategies and strengths are needed to turn an idea into a viable and thriving business. Agile Lean processes, Innovation and Corporate Law.

- Entrepreneurs looking to commercialize an innovative product or service idea or to scale up to the next stage of success.
- Corporate Innovators and Intrapreneurs working in new venture or innovation roles within an enterprise.
- Adventurers whose passion is to join a startup or scale-up venture and help drive acceleration.
- Social Innovators seeking to solve community challenges through a new initiative or solution.

Algonquin College Leadership Program Level I & Level II

2017

Algonquin College, Ottawa, ON

In support of the College's commitment to provide an opportunity for all employees to develop and grow their leadership capabilities, the Algonquin Leadership in Education Institute focuses on the knowledge and skills related to leadership in higher education and provides opportunities for their application. Face-to-face sessions engage employees from Departments and Schools across the College to share best practices and challenges in a collaborative milieu.

Diploma in the Graphic Communications Program

1993 - 1995

Canadore College, North Bay, ON

- Corporate identity and branding
- Illustration – traditional and digital
- Print production
- Typography/page layout
- Design and advertising

1 year in Graphic Communications – Visual Arts

1992 - 1993

Cambrian College, Sudbury, ON

- Design Principals
- Visual Arts
- Art History

Computer Skills

- Operating Systems: Mac OSX and Windows
- Extensive Experience with Adobe products - graphic and web design software
- Experience with Microsoft Office products
- Experience in WordPress
- Experience with Social Media platforms

EXPERIENCE

**Algonquin College,
Manager of Indigenous Initiatives
Manager of Mamidosewin Centre
Aboriginal Portfolio Manager
Marketing Coordinator**

**July 2016 - Present
July 2016 to 2018
September 2013 to July 2016
April 2013 to September 2013**

- Manager of Indigenous Initiatives
- Manager of the Mamidosewin Centre for Indigenous students
- Team Lead for the Institute for Indigenous Entrepreneurship
- Project Leader for DevelopMentor Program - Employment coaching program for Indigenous learners
- Manage and coordinate Indigenous projects funded by government agencies and private funders
- Manage an annual budget of \$600,000 and prepare final reports for funders and college
- Manage support staff including Indigenous Counselor, Event Coordinator, Pathfinder, student support workers and part-time project coordinators for various projects
- Develop work plans, strategies and action plans and review Indigenous project proposals
- Create and develop new project initiatives to support Indigenous learners transitioning to post-secondary
- Build strong internal and external relationships with Indigenous communities, government agencies and organizations
- Community outreach
- Develop partnerships with external employers
- Chair and Participate several college committees
- Attend government meetings and provincial committees
- Promote and coordinate marketing initiatives to support the College's under-represented groups; Indigenous, Newcomers, First Generation Students, Non-Traditional Career and Experienced Worker Centre
- Internal partnerships with college's staff, project coordinators, chairs, directors and deans
- Interact with community organizations and companies

Studio Eleven 17, Creative Director

Jan 2011 - Present

- Manage all client accounts
- Creative design, brand development and marketing strategies for new and existing businesses
- Develop digital strategies, social media, Google ad-word campaigns, and email campaigns for clients
- Develop project time-lines, budgets and work plans
- Manage a team of freelancers in web programming, graphic design and writing
- Prepare quotes in response to RFPs/RFQs

Vertigo Print Systems, Owner/Franchiser

January 2012 - Present

- Full-service on-line digital printing agency
- Supporting six franchise stores across Canada

**Canadore College, Part-time Instructor – Graphic Design, 2nd year students
Canadore College, Part-time Instructor – Graphic Design 110, Visual Elements**

**Winter 2005
Fall 2012**

- Curriculum development
- Introduction to graphic design using the principles and elements of design
- Introduction to creative thinking using principles and elements of design
- Visual persuasion and social function of graphic communications; emphasis on the perception and composition of visual elements.

Caisse populaire de North Bay, Board of Director

Sept 2011 – April 2014

- Administer and discuss policies
- Focus on new strategies directing the Caisse in a competitive environment
- Member of the HR Committee

Sofa Communications, Founding Partner

Jun 2005 - Dec 2010

- Principal Partner
- Senior Graphic Designer, Project Manager and Account Manager
- Consult and meet with clients for brand strategies
- Graphic design, creative services and marketing strategies
- Develop time-lines to deliver projects on time and within budget
- Prepare quotes and respond to RFPs/RFQs for all project

Penney & Company Inc., Graphic Designer

Oct 1999 - Jun 2005

TWG Communications, Graphic Designer

Aug 1997 - Oct 1999

Bond Printing & Graphics, Graphic Designer

May 1995 - Aug 1997

- Design logos and marketing materials
- Develop marketing strategies and websites
- Build strong client relationships
- Networking events
- Prepare all files for printing – traditional and digital printing
- Liaison for all media outlets

COMMITTEES

Algonquin College:

Forward Planning Marketing Committee | Present

Innovation and Entrepreneurship Learning Centre and Institute for Indigenous Entrepreneurship | Present

Aboriginal Education Council (AEC), Algonquin College | Present

Indigenous Peoples Education Circle (IPEC) | Present

Forward Planning Marketing Committee | Present

Strategic Enrollment Marketing Committee | Present

Young Professionals Committee, Founding Committee Member | Past

North Bay and District Chamber of Commerce, Board of Director | Past

Rotary Club of North Bay-Nipissing, Board of Director, Public Relations | Past

Youth Justice Committee, Community Volunteer - North Bay | Past

Lung Association - Volunteer Committee | Past

AWARDS

Top 40 Under Forty

In 2010, Top 40 Under Forty event celebrated individuals under the age of 40, who bring a great deal of contribution to business community.

The 2018 Chris Warburton Award of Excellence

In recognition of outstanding contribution to student life at Algonquin College.

Indigenous Education Excellence Award

Colleges and Institutions Canada recognition award for multiple strategic initiatives supporting Indigenous learners and communities.

International Partnership Network 2014 Global Best Award - Chair's Award

For the creation and implementation of the DevelopMentor Program for Indigenous learners at Algonquin College.