

EDUCATION

Master of Management Innovation and Entrepreneurship

MMIE Graduate 2019

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

The program is specifically for those who will start, grow or drive new ventures whether in a startup or inside a corporation. Development of special skills, strategies and strengths that 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
- Prepare you for presenting and pitching your ideas, products or services to investors or partners

List of courses for the program:

- Design Thinking; Sprint Design Thinking, Preliminary Conceptual Design, Business Model Canvas Pitch Deck, Systems Map/Causal Link Diagram
- Marketing & Selling the New Venture; Team Case Analysis, Sales Bootcamp Prospect List & Virtual Sales Calls
- Innovation in Practice; Corporate Law, Negotiations and Design / Branding
- Creating Ventures; Entrepreneurial Skills Development, NEw Venture Pitch and Assessing New Ventures
- Individual Research Project; Industry State As-is, Research Plan, Video Pitch and Final Research Report
- Financing the New Venture
- Individual Project: Innovation Launch; Proposal & Workplan, Corporate Hackathon and Seed Investor Pitch
- Managing Technology and Innovation; Minimum Viable Product (MVP) Development, Network Diagram, Agile Lean Project Management, Entrepreneur Launch Cycle, Concept /Idea to Solve Problem, Design Journey Map and Pitch Idea to Real Client
- Corporate Innovation; Create opportunities to integrate everything in the program by applying concepts to real business situation or opportunity, gain practical experience, and develop skills to think creatively and systematically about a problem

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. I will continue with ALEI Level III.

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

ANDRÉ O'BONSAWIN, MMIE

- Member Algonquin College Budget Committee
- Lead for strategic Indigenous initiatives
- Algonquin College Leadership Team
- 20 years of entrepreneurial experience

ADMINISTRATIVE EXPERIENCE

Algonquin College of Applied Arts and Technology

Lead for Indigenous Initiatives

July 2016 - Present

Manager of Mamidosewin Centre

July 2016 to 2018

Aboriginal Portfolio Manager

September 2013 to July 2016

Marketing Coordinator for Work Place Development

April 2013 to September 2013

My critical role is facilitating Algonquin College's responsibility to improve outcomes for Indigenous learners, address the TRC Calls to Action and work closely with the Indigenous Education Council and First Nation communities.

Through collaborative processes, I engage with the Algonquin College Leadership Team to embed Indigenous Knowledge and values throughout the fabric of the College. I am responsible for planning, development and leading of the Indigenous Strategic Framework, the Indigenous Innovation and Entrepreneurship in the Discovery, Applied Research and Entrepreneurship District (DARE), facilitating a sense of space and place for Indigenous learners within the College community, increasing Indigenous outreach, access and engagement with Indigenous communities, enhancing the Indigenous student journey (i.e., transition, progression, graduation and advancement, and re-engagement), working with College's areas to embed goals of the Office of Truth, Reconciliation and Indigenization in respective Business Plans, Learner Driven Plan and AC Way, and supporting initiatives to provide critical learning opportunities for external organization and partners towards TRC and other Indigenous teachings.

- Develop and sustain meaningful relationships and partnerships across ACLT areas and departments with a focus on coordinating and/or co-constructing strategic initiatives and operations for enhanced quality outcomes to all learners.
- Serve as project lead to ensure that Indigenous initiatives are prioritized, embedded in respective Area's Business Plans, delivered, and reported on for accountability purposes. Oversee deliverables to ensure all levels of the institution are engaged and delivering on commitments in a coordinated, connected, and accountable manner.
- Lead Indigenous Innovation and Entrepreneurship within the DARE District. Engage with external Indigenous and non-Indigenous entrepreneurs to help encourage learners to start thinking entrepreneurial. Implement the Innovation and Entrepreneurship Mindset Framework to embed an innovative and entrepreneurial mindset in Algonquin's family of learners, enhanced by Indigenous Knowledge.
- Develop strong partnerships with post-secondary institutions to develop strategic initiatives, training programs and academic programs for Indigenous learners (ie. Partnership with University of Victoria regarding and Entrepreneurship Program focused in Indigenous ways of knowing).
- Develop strong relationships with external partners (ie. Invest Ottawa) to help support Indigenous start-ups and scale-ups.
- Develop a strategy to coordinate engagement with First Nation communities, recognizing that all team members serve as important point of contact and voice of Algonquin College with communities.
- Provide leadership and support for the College's Learner Driven Plan, AC Way, DARE District, and Indigenous Education Council.
- Work closely with faculty (academic and co-curricular areas) on how to effectively integrate Indigenous ways of

- knowing, knowledge, and the impact of historical legacies in curriculum through inclusive education.
- Lead Indigenous projects funded by government agencies and private funders
- Oversee annual budget of \$800,000 and prepare final reports for funders and the College's Finance Department

Duties as Manager of the Mamidosewin Centre and Aboriginal Portfolio Manager:

- 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

ACADEMIC EXPERIENCE

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.

BUSINESS AND ENTREPRENEURIAL EXPERIENCE

Studio Eleven17, CEO

Jan 2011 - Present

Studio Eleven17 is a specialized design firm catering to corporate companies, Indigenous organizations, researchers and consultants. We work with limited client list to offer them highly personalized service and focus on the creative aspects of their brand and marketing materials. We are highly selective about the types of jobs we take on to give our attention and dedication.

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

Vertigo Print Systems, Owner/Franchiser

January 2012 - Present

- Full-service online digital printing agency
- Supporting six affiliate stores across Canada

Sofa Communications, Founding Partner

Jun 2005 - Dec 2010

- 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

- Branding, 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

COMMITTEE EXPERIENCE

Algonquin College:

Algonquin College Leadership Team

College Budget Committee

Forward Planning Marketing Committee

Chair - Innovation and Entrepreneurship Steering Committee

Indigenous Education Council (IEC), Algonquin College

Indigenous Peoples Education Circle (IPEC)

Forward Planning Marketing Committee

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. Northern Ontario Business and North Bay and District Chamber of Commerce.

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.