

Hello, bonjour, kwey,

I am a newly appointed Board Member of the Algonquin College Board of Directors.

As Director of Indigenous Initiatives at Algonquin College, I collaborate with Indigenous communities to better understand their community and students' needs and to support them in their post-secondary pathway. My role is to embed Indigeneity throughout the fabric of the institution and implement strategic initiatives that support various college stakeholders and Indigenous community partners. Over the years, I have collected a significant amount of data on Indigenous student academic performance. This data helps to improve recruitment and retention, to better understand why students are withdrawing, and how long it takes Indigenous students to graduate. My college portfolio includes, but is not limited to, engaging Indigenous youth in the trades, Entrepreneurship enhanced by Indigenous Knowledge, leading Indigenous initiatives in the college, engage with Government at Federal and Provincial levels, and develop relationships with external partners.

I have recently developed an Indigenous Tourism Entrepreneurship program in partnership with Ottawa Tourism funded by the Ministry of Tourism - Canadian Experience Fund. The program prepares Indigenous people who are interested in starting a business or developing their business idea. The educational initiative provides business start-up skills training, market-readiness tools, and access to Ottawa's tourism ecosystem with the objective of supporting local Indigenous tourism businesses and motivating visitors and locals in Ottawa to engage with Indigenous culture.

For the past seven years, I have been working on multiple initiatives to engage Indigenous youth in the construction and technical trades. I serve on many external steering committees to help break down the barriers that prevent them from entering post-secondary or apprenticeship programs. The majority of the committees include local unions as well as employers in the construction industry. I also work closely with academics across the province, Ministry of Labour, Government of Canada (Public Services - Procurement), non-profit employment agencies, employers and organizations who are invested in working with Indigenous communities and their youth.

I am a bilingual Indigenous Entrepreneur with over 20 years of experience which includes operating a marketing, graphic design, and corporate branding firm. I work closely with my clients to create impactful designs that not only represents their business, but also connects them with their clients.

Je suis Abénaki. Ma communauté est Odanak, QC, mais je vis dans la région d'Ottawa. J'apprends à connaître ma culture et autres cultures traditionnelles avec des aînés de plusieurs communautés et organisations autochtones.

My marketing and leadership skills are strong contributors to my professional career. I am looking for opportunities that will push me to the next level to supporting people, and businesses to succeed in a good way.

Wliwni (Thank you),



- Fully bilingual in English and French
- Master of Management Innovation and Entrepreneurship
  - Queen's University Smith School of Business
- Leadership and Management Experience

## 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 Boot Camp 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, branding and advertising
- Illustration – traditional and digital
- Print production
- Typography/page layout

- TOP 40 UNDER FORTY - Recognized for Business and Volunteer
- Past Board of Director for Caisse Populaire, North Bay & Area Chamber of Commerce and Rotary Club

## LEADERSHIP AND ADMINISTRATIVE EXPERIENCE

### Algonquin College of Applied Arts and Technology

**Board Member of the Algonquin College Board of Directors**

**Present**

Administrative Staff Representative

**Director of Indigenous Initiatives**

**April 2019 - Present**

**Manager of Indigenous Initiatives**

**July 2016 to April 2019**

**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 Truth and Reconciliation Commission's Calls to Action and work closely with the Indigenous Education Council and First Nation communities. Through collaborative processes, I engage with the Algonquin College Executive Team and Leadership Team to embed Indigenous Knowledge and values throughout the fabric of the College. I am responsible for planning, developing 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). I work with College's areas to embed goals of the Office of Truth, Reconciliation and Indigenization in respective Business Plans, Learner Driven Plan, Algonquin College Lean Process, 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 Algonquin College Leadership Team 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)

**ANDRÉ O'BONSAWIN, MMIE**

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

- Develop strong relationships with external partners (ie. Invest Ottawa) to help support Indigenous start-ups and scale-ups
- Develop initiatives to engage Indigenous youth in the construction and technical trades
- Serve on external steering committees for Indigenous in the trades
- 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, Lean Process, 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 \$5,000,000 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
- Manage the budget of excess of \$600,000
- 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 serve on 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

## **Queen's University - Smith School of Business**

**Advisor and Coach  
for Master of Management Innovation and Entrepreneurship**

**August 2020 - Present**

One on one coaching of post-graduate students in this progressive 12 month Masters of Innovation and Entrepreneurship program

- **The 2018 Chris Warburton Award of Excellence**  
In recognition of outstanding contribution to student life
- **Indigenous Education Excellence Award**  
Colleges and Institutions Canada recognition award for multiple strategic initiatives supporting Indigenous learners and communities

## ACADEMIC EXPERIENCE

### **Algonquin College, Facilitator, Indigenous Tourism Entrepreneurship**

**Fall 2020**

- Develop Training Modules
- Deliver the 10-week entrepreneurship training to Indigenous people
- Training modules include:
  - Module 1 - Personality
  - Module 2 - My Idea
  - Module 3 - Customer Value
  - Module 4 - Economic Value
  - Module 5 - Ability to Execute
  - Module 6 - Competitive Advantage
  - Module 7 - Customer Acquisition & Retention
  - Module 8 - Budgeting
  - Module 9 - Operations Strategy
  - Module 10 - Launch
- Readiness for pitching business or idea to a panel

### **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 including the Mining Industry, various Economic Development, Tourism and Education
- Work closely with consultants to help them with their clients' marketing collateral needs
- 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:**

Board of Governors  
Algonquin College Leadership Team  
Strategic Exercise to Restore Financial Sustainability  
Deans, Directors and Chairs Council  
College Budget Committee  
Forward Planning Marketing Committee  
Indigenous Education Council (IEC), Algonquin College  
Indigenous Peoples Education Circle (IPEC)

**External:**

Indigenous Employment Leadership Table  
Public Services and Procurement Canada - Indigenous Benefits Plan  
CICan - Programs and services that help advance NEET Indigenous and Newcomer Youth

**Past Committees:**

Algonquin College: Chair - Innovation and Entrepreneurship Steering Committee  
Algonquin College: Young Professionals Committee, Founding Committee Member  
North Bay and District Chamber of Commerce, Board of Director  
Rotary Club of North Bay-Nipissing, Board of Director, Public Relations  
Youth Justice Committee, Community Volunteer - North Bay  
Lung Association - Volunteer Committee