

# BRUNO VANASSE

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## SUMMARY

- Behavioural / Data Scientist, Masters in Industrial-Organizational Psychology.
- Expertise in leadership, strategy, intelligence, influence, statistics and data science.
- Founder/Commander Canadian PSYOPS (2003-2009), Lieutenant-Colonel (Ret'd) Canadian Army (Intelligence), CD.
- Former full-time university faculty at MacEwan University (School of Business), and Royal Military College of Canada (Dept. Psychology & Leadership).
- Founded one of the first Canadian consulting firms dedicated to Strategic/Customer/Competitive Intelligence.
- #DataScience #ML #AI #Bayes #rstats

## EXPERIENCE

**Full-time Faculty**, 11/2013 to 09/2018

**MacEwan University, School of Business** – Edmonton, AB, Canada

- Faculty in the Department of OB, HR and Management.
- Acting Chair of the HR Diploma in 2014 - to integrate in new Dept. structure.

**Senior Staff Officer**, 10/2014 to 08/2015

**3<sup>rd</sup> Canadian Division Headquarters (3 Cdn Div HQ)** – Edmonton, AB, Canada

- Lieutenant-Colonel – G9 (Senior Staff Officer for Information Operations) - 3 Cdn Div HQ is responsible for all Canadian Army administration and operations in western Canada from the Pacific Ocean to Thunder Bay, ON.

**Police Intelligence Plans Advisor**, 08/2012 to 07/2013

**NATO Training Mission Afghanistan** – Kabul, Afghanistan

- Responsible for NATO Police Intelligence planning and advising for the Afghan Ministry of Interior 'National Directorate of Police Intelligence' (DPI).
- Train, Advise and Assist the DPI with all aspects of Ministerial Development: leadership development, management of resources, training, provision of actionable police intelligence, professional standards and human rights for 2,500 Afghan police intelligence officers.
- Mentor to the DPI Chief of Staff, including: police intelligence practices, senior leadership development, strategic governance, organizational effectiveness, staffing practices, employee relations and conflict resolution, employee turnover and retention, organizational learning and training development, career and succession planning, organizational safety and security.

**Senior Reserve Advisor/Assistant Chief of Staff Transformation, 08/2009 to 08/2012**  
**3<sup>rd</sup> Canadian Division Headquarters (3 Cdn Div HQ) – Edmonton, AB**

- Responsible for Reserve Succession Planning, Senior Reserve Leadership training, Honorary appointments and Army Reserve issues (2011-2012).
- Executive Assistant to the Deputy Commander (2011-2012).
- Led the re-organisation of 3 Cdn Div HQ for all its 180 personnel (2010).
- Senior Staff officer in charge of Army Transformation (2009-2010).
- Internationally sought speaker and writer on strategy and influence.

**Commander/Deputy Director, Canadian PSYOPS Group, 11/2003 to 08/2009**  
**Canadian Army Doctrine and Training Centre (CADTC) – Kingston, ON**

- Initiated and led the development of Psychological Operations (PSYOPS), a new capability for the Canadian Forces, with the purpose of understanding and influencing the perceptions, attitudes and behaviour of select foreign target audiences on operations, via the use of media, communications and special programs.
- Responsible for all organizational developments, including: functional analysis, organizational development, job analysis, recruiting, selection, training, operational readiness, doctrine, advocacy, procurement, logistics, budgeting, integration of the capability in the field force, international coordination and cooperation with Allies/NATO.
- Provide expert advice and support to the PSYOPS expansion across the Army, force employment on deployed operations, provision of behavioural/cultural intelligence and operational 'reach-back' support.
- Accountable for deploying 30-40 specialised PSYOPS personnel every 6 months on overseas operations.
- Deployed as Chief Key Leader Engagement and Chief Information Operations (11/2006 to 04/2007) for NATO ISAF – Kabul and Kandahar, Afghanistan: responsible for Information Operations, Counter-Propaganda and Key Leader Engagement.

**University Lecturer in Psychology and Leadership, 06/2002 to 02/2004**  
**Royal Military College of Canada – Saint-Jean-sur-Richelieu, QC (civilian position)**

- Develop & teach (1) "Fundamentals of Human Psychology", (2) "Organizational Behaviour & Leadership," and teach the (3) "Leadership & Ethics" courses for adult continuing education distance learning program.

**Human Resources Consultant, 01/2000 to 05/2002**  
**Hay Group – Montreal, QC, Canada**

- Consultant in Organizational Effectiveness & Managerial Development.
- Business development and client relationship management.
- Leadership of the Hay Group Assessment Practice for the Quebec Region.

**Consultant & Principal, 07/1998 to 02/2004**  
**HumanSource.com – Montreal, QC, Canada**

- Develop and deliver training seminars: Elicitation & Interview Techniques, Behavioural Analysis, Remote Profiling Techniques and Strategic Intelligence.
- Consulting, business development, client relationship management.

- Founded one of the first Canadian Strategic and Behavioral Intelligence consulting firms. HumanSource pioneered in the strategic and behavioral intelligence landscape with its innovative landmark seminars in Canada, USA and Europe.

**Commanding Officer**, 04/1999 to 08/2002

**4<sup>th</sup> Intelligence Company** – Montreal, QC, Canada

- Command an Army Reserve Intelligence unit of 75 personnel.

## EDUCATION

- **Master of Psychology (M.Ps.) – Industrial-Organizational:** Industrial-Organizational Psychology is the scientific study of the workplace. Rigor and methods of psychology are applied to issues of critical relevance to business, including talent management, coaching, assessment, selection, training, organizational development, performance, and work-life balance.  
**Université du Québec à Montréal (UQAM)** - Montreal, QC, Canada
- **Bachelor of Science (B.Sc.):** Psychology.  
**Université du Québec à Montréal (UQAM)** - Montreal, QC, Canada
- **Joint Command & Staff Programme (JCSP):** the JCSP covers Leadership, Command and Joint Operations, is recognized for the equivalent of 8 graduate level university courses, and students are competitively selected from amongst their peers, in accordance with exacting professional criteria.  
**Canadian Forces College** - Toronto, ON, Canada

## CERTIFICATIONS & ASSOCIATIONS

- **Certified Trainer** for the **National Knowledge Exam (NKE)** in preparation for **Certified Human Resources Professional (CHRP)** designation administered by **Human Resources Institute of Alberta (HRIA)**.
- **Expert member** of the non-profit **Influence Advisory Panel** (2013-2016).
- **Canadian Securities Course (CSC)** at the Canadian Securities Institute.
- **Business Planning**, Canadian Forces Management Development School.

## HONOURS & AWARDS

- 2002 - **Research grant** from the Canadian Medical Council (\$19,500) and from Pedagogic Development Fund of Sherbrooke University (\$6,000).
- 1997 - Louise-Cousineau **Scholarship** for academic excellence in psychology, Université du Québec à Montréal (\$5,000).
- 1996 - **Scholarship** from Artificial Intelligence research laboratory at Université du Québec à Montréal to participate in the Oxford Connectionist Summer School at the Department of Psychology, Oxford University, UK.
- 1993 - **Mention of Excellence** in Psychology, Université de Montréal.

## **PUBLICATIONS & CONFERENCE PRESENTATIONS**

- <https://brunovanasse.github.io/articles/>

## **PERSONAL INTERESTS**

- Travel (more than 60 countries).
- Reading (strategy, technology, culture, history, business, economics, etc.)
- Sports: martial arts, hiking, running, scuba diving.
- Data Science: Bayesian Statistics, Machine Learning, Programming (R, Python, Julia), Big Data.