

BRUNO VANASSE

Edmonton, Alberta, Canada | bruno.vanasse@gmail.com

SUMMARY

- Senior leader with 30 years of experience in training and education, organizational development, talent management, leadership development, recruiting and selection.
- Master of Industrial-Organizational Psychology (M.Ps. I-O Psych) with expertise in Behavioral Science, Statistics and Data Science (R-Stats programming).
- Full-time University Faculty at MacEwan University (2013-2017) and the Royal Military College of Canada (2002-2004).
- Organizational development professional with strong consulting skills, adept at building consensus and leading change.
- Entrepreneurial, exceptionally dependable and organized, self-motivated and skilled leader experienced in high stakes situations.
- Lieutenant-Colonel (retired in 08/2015) with 30 years experience in Intelligence, Psychological Operations (PSYOPS), Strategic Communications and Information Operations.

SKILLS

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|--------------------------------------------------------------|----------------------------------------|
| • Strategic planning | • Leadership development |
| • Change management | • Career development |
| • Organizational Development | • Succession planning |
| • Competency model development & competency-based management | • Performance management |
| • Recruitment/selection/staffing | • Coaching & mentoring |
| • Training development & delivery | • Survey development |
| • Standardised personnel assessment | • Data Science & statistical analysis |
| | • Strategic & behavioural intelligence |
| | • Strategic Comms & Influence |

EXPERIENCE

Full-time Faculty, 11/2013 to 05/2017

MacEwan University, School of Business – Edmonton, AB

- Lieutenant-Colonel – Senior Advisor - 3 Cdn Div HQ is responsible for all Canadian Army administration and operations in western Canada from the Pacific Ocean to Thunder Bay, ON.

Senior Staff Officer, 08/2013 to 08/2015

3rd Canadian Division Headquarters (3 Cdn Div HQ) – Edmonton, AB

- Lieutenant-Colonel – Senior Advisor and G9 (Senior Staff Officer for Information Operations, from 10/2014 to 08/2015) - 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

3rd 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

- 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

- 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

4th Intelligence Company – Montreal, QC

- 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
- **Bachelor of Science (B.Sc.):** Psychology.
Université du Québec à Montréal (UQAM) - Montreal, QC
- **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

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).
- 1993 - **Mention of Excellence** in Psychology, Université de Montréal.

CONFERENCE PRESENTER & ARTICLES

4 May 2011: **How Will Al-Qaeda Survive the Death of Osama Bin Laden?** Feature article at DefencelQ.

27 Apr 2011: **'Libyanistan': 5 Strategy Lessons We Should Have Followed – And Still Aren't.** Feature article at DefencelQ.

27 Oct 2010: **"Strategies for the Afghan & Post-Afghan Battlefield"** – Webinar recorded for DefencelQ (they titled it "The Military Mind at War: A PSYOPS Commander's Strategies for the Post-Afghan Battlefield").

15 Sep 2010: **"Putting 'strategy' in communications: the case of Afghanistan"** – Guest speaker at Strategic Communications Round-table led by UK Chief of Defence Staff, General David Richards, in London, UK.

23 Jun 2009: **"Rethinking Information Activities, Counterinsurgency and Strategy in Afghanistan"** – Presentation to Information Operations Europe 2008 Conference, London, UK (40 minutes).

2 Jun 2009: **"Roundtable 2 - Improving the total operational effect"** and **"Roundtable 4 - Strengthening this and future campaigns"** – Influence Activity perspective presentations at CityForum/UK Land Forces Round-table "Supporting land operations", London, UK.

20 Nov 2008: **"Information Operations and Counterinsurgency in Afghanistan: the Information Environment, Lessons Observed and Proposed Way Ahead"** – Presentation to Danish Annual Information Operations Conference, organised by the Institute for Military Operations, Royal Danish Defence College, Copenhagen, Denmark (3 hours).

26 Jun 2008: **"Counter-Propaganda and Counterinsurgency in Afghanistan"** – Presentation to Information Operations Europe 2008 Conference, London, UK (30 minutes).

8 Feb 2008: **"Special Operations Forces and PSYOPS"** - Presentation at Canadian Special Operations Command, Ottawa, Canada (45 minutes).

29 Jan 2008: **"Measures of Effectiveness for Psychological Operations: The Afghanistan Case"** - Presentation at NATO Human Factors and Medicine Panel #160 "Measures of Effectiveness of PSYOPS as part of Information Operations" Working Group, San Diego (60 Minutes).

12 Dec 2007: **"Leveraging PSYOPS in Special Operations Forces (SOF)"** - Presentation at Canadian Special Operations Regiment, Petawawa, Canada (60 minutes).

27 Sep 2007: **"Canadian PSYOPS: Afghanistan and beyond"** - Presentation to Robert J. Giesler, Director Information Operations and Strategic Studies for the Office of the US Under Secretary of Defense for Intelligence (60 minutes).

24 May 2007: **"Countering Hostile Propaganda in Afghanistan"** - Presentation to "Influence Operations" Working Group at Defence Research and Development Canada (DRDC), Toronto, Canada (90 minutes).

4 May 2007: **"Countering Hostile Propaganda in Afghanistan"** - Presentation to NATO PSYOPS Conference, Tallinn, Estonia (60 minutes).

29 Nov 2005: **"Psychological Operations in Modern Warfare"** – Presentation to Command Staff Course, Canadian Forces College, Toronto (60 minutes).

5 Oct 2005: **"Canadian Psychological Operations: The Way Ahead"** - Presentation to the NATO Joint Senior Psychological Operations Conference, sponsored by the US Joint Special Operations University and Allied Command Operations Headquarters (NATO SHAPE, Brussels), Hurlburt Field, Florida (60 minutes).

27 Sep 2005: **"Psychological Operations in Modern Warfare"** – presentation to Advanced Military Studies Course, Canadian Forces College, Toronto (60 minutes).

6 Jul 2005: **"Psychological Operations in the Canadian Forces"** – Presentation to Information Operations Europe 2005, Malvern, UK.

8 Dec 2004: **"Developing a Psychological Operations (PSYOPS) capability: the Canadian experience"** - Presentation to the NATO Joint Senior Psychological Operations Conference, sponsored by the US Joint Special Operations University and Allied Command Operations Headquarters (NATO SHAPE, Brussels), Hurlburt Field, Florida (60 minutes).

4 June 2004: **"Developing Psychological Operations in the Canadian Forces"** – Presentation to CANUS Information Operations Military Cooperation Committee, Toronto, ON.

3 Dec 2003: **“Launching the Canadian PSYOPS capability”** - Presentation to NATO PSYOPS Working Group, Halifax, Nova-Scotia (45 minutes).

26 Apr 2004: **“Validation study of Medical candidate selection at Sherbrooke University”** - Presentation at the Annual Conference of the Association of Canadian Medical Colleges, Halifax, NS (15 minutes).

14 Nov 2003: **“Sarajevo 1995: an ethical case study of military intelligence in the United Nations”** - Presentation for panel session “Production, communication and intelligence ethics”; organised by the Institut Québécois des Hautes Études Internationales (ULaval), Canadian Department of Foreign Affairs and International Trade and the Royal Military College of Canada (30 minutes).

8 Oct 2003: **“Understanding the human component of business and competitive intelligence”** - Presentation for panel session “Being Smarter Than the Competition: Aligning Your Business Intelligence and Competitive Intelligence Activities”, 7th Annual Canadian Institute “Price Point Forum on Pricing”, Toronto, Ontario (30 minutes).

23 Feb 2001: **“How to accelerate leadership development”** – for Quebec City chapter of the “Quebec Association of Industrial and organisational psychology” at Château Bonne Entente, Quebec City (3 hours, co-presentation).

24 Oct 2000: **“Using information technology for career management professionals”** – presentation to provincial chapter of “L'Association Internationale des professionnels en gestion de carrière” at Omni Hotel Montreal (2 hours).

1 April 2000: **“Interviewing Techniques for a Competitive Environment: Identifying and Exploiting Human Source Intelligence Effectively and Ethically”** - Workshop presented at the Society of Competitive Intelligence Professionals (www.scip.org) Annual International Conference in Atlanta, Georgia (4 hours).

Nov 1999: **“Top Mistakes of New Intelligence Analysts”** - Article published in Competia Online Magazine.

Oct 1999: **“Basic Interviewing Techniques”** - Article published in Competia Online Magazine.

29-30 Jun 1999: **“Interview techniques: obtaining human source information”** – Workshop presented for EGIDERIA's clients in Paris, France (12 hours).

7 Apr 1999: **“Interview techniques for competitive intelligence professionals”** – Workshop presented to the Economic Development Board of the Montreal Urban Community (now Montréal International – 3 hours).

PERSONAL INTERESTSS

- Travel (more than 55 countries)
- Reading (strategy, technology, culture, history, business, economics, etc.)
- Sports: martial arts, hiking, running, scuba diving.