

BRIAN BAZETT, MBA

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SKILLS

- Design thinking
- Customer journey mapping
- Process improvement
- Microsoft Office Suite
- Adobe Creative Suite
- Workshop facilitation
- Brand development, stewardship
- Digital marketing/communications
- Change management (ADKAR)
- Salesforce
- Business development
- Visual communication

Collaborative business leader with a blended skillset spanning change management, process improvement, and communications

EXPERIENCE

PRODUCT OWNER > SIFTON PROPERTIES LIMITED, London, ON

2021 - present

Collaborated closely with senior managers and executive leaders companywide to develop and execute successful change programs, including the implementation of a new digital payroll platform impacting 700+ employees.

- Analyzed business needs across five departments to evaluate current and future state requirements, then worked with department leaders to develop and lead training programs, communication, and adoption strategies using the ADKAR model of change
- Introduced process mapping, empathy maps, and blueprinting methods to identify pain points and opportunities for the new software, leading to a consistent set of best practices and empowering managers to take ownership of their scheduling and timecard management duties, freeing central Payroll to work on high-profile projects
- Led the learning and development of change resources for Salesforce, UKG (Payroll), and other major initiatives, creating learning resources that reinforced dozens of new processes while building user confidence and performance on our major digital platforms

PERSONAL BRAND CONSULTANT > CREW + CROSS, London, ON

2020 - 2021

Built an intuitive framework and guided Canadian/US clients through the personal re-branding process, using coaching and career best practices to help many secure interviews and goal positions.

- Through one-on-one, virtual coaching sessions, provided clear strategy and design recommendations to clients at all career stages, strengthening their unique value propositions, online presence, and advancement potential and leading to a 50% referral rate

BUSINESS DEVELOPMENT CONSULTANT > 3M CANADA, London, ON

2019 - 2020

Developed new strategic relationships with marketing managers and key customers in Canada/US to drive awareness and cross-selling opportunities for flagship Post-it® and Scotch® brand product launches.

- Designed and presented key sell sheets, pitch decks and cross-selling program concepts promoting new flagship products in the Stationery and Office Supplies Division, establishing key relationships with other divisions and sales teams that gave low-cost access to new customer segments
- Identified key differences between the Canadian/US markets for new flagship products by cold-calling market segments, conducting market research at a national trade show, and working closely with sales to track trends, prompting team leaders to shift rollout strategy from big accounts to small and medium-sized customers

MARKETING OFFICER > WESTERN UNIVERSITY, London, ON

2012 - 2019

Managing an annual marketing budget of \$80K, built and implemented a comprehensive marketing/recruitment strategy for 25+ onsite/online degree programs, helping double graduate enrollment in five years.

- Built a new visual brand identity that reflected the director's entrepreneurial spirit and "transforming education, transforming lives" mantra, helping attract the students and instructors to make new online graduate programs viable
- Championed a major student experience project to address significant gaps in the quality and delivery of academic programs, leading to the creation of new resources and on-boarding practices that addressed reputational concerns
- Working directly with the technical team and designers, led a major website redesign project to improve overall performance for prospective students, resulting in a site that was much leaner, user-optimized, and cheaper to maintain using custom templates that could be easily updated by administrators
- Implemented shared dashboards that enhanced analysis, strategy, and reporting between marketing, recruitment, and senior management, building trust and transparency between teams and justifying a 20% increase in budget
- Working closely with agency partners, optimized digital/print campaigns, landing pages, and websites to drive leads deeper into the sales funnel, reducing non-core web pages by 90% and bad leads by 50%

EXHIBIT DESIGNER > SCIENCE WORLD, Vancouver, BC

2009 – 2011

Played central role in the layout and overall design of a 35,000 sq. ft. children's outdoor learning park by conducting market research, goal-setting and leading the in-house development of exhibits focused on sustainable communities

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

with distinction | 2012

Richard Ivey School of Business, University of Western Ontario (UWO), London, Ontario

BACHELOR OF INDUSTRIAL DESIGN

with high distinction | 2008

Carleton University, Ottawa, Ontario

LEARNING

Presenter at Sifton Leadership Summit - 2023

Toronto SME conference – 2019

Ottawa Higher Ed conference - 2017

ADKAR change management seminar - 2013