

Dr. Gordon Richard Runtz

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At a glance ...

Citizenship: Canadian.

Status: Single and highly mobile.

International experience: Broad, having travelled/studied/lived in Europe, North & Central America, the Caribbean, South Pacific and Asia. Approximately 5 years spent abroad.

Languages: English. Reasonably fluent in French. Reasonable facility in Spanish, Italian and German.

Experience:

An unusual and diverse background spanning science, technology, education, high performance sport and the performing arts. Currently over 15 years experience as a consultant to industry, government and non-governmental organizations on a diverse range of projects. Multiple areas of domain expertise. Multiple transferable skills. Generally working at the leading edge.

Specialised expertise:

High-performance communication: Communication that is effective, efficient, engaging and empowering. Communication that delivers a high return-on-investment. This includes the design and crafting of a wide range of *communication products* (e.g., marketing materials, technical documents, overviews for non-specialist audiences, training materials and courses).

Target audiences have included: academics, technologists, business people, educators, politicians, field workers, students, youth, and the general public. Delivery platforms have included: paper, website, conference centre, classroom, and village square.

Strategic planning and program/project design: Helping organizations ensure that their programs and projects are: (a) well-aligned with organizational goals and (b) designed to optimize their chances of success.

Teaching & course design: Working to empower a wide range of learners – from senior executives to young children. Settings have ranged from a university classroom to an improvised tennis court. Subject matter has spanned English, music, tennis, science, software engineering & sustainable living. Teaching is one of my great loves.

Formal education:

- . Ph.D. (Theoretical Chemistry). McMaster University.
- . B.A. (Honours). University of Saskatchewan.

Other certifications:

- . Project Management (Martin-Tate framework)
- . CELTA: Certificate in English Language Teaching (Cambridge University)
- . Tennis Coaching: Tennis Canada (Levels 1 & 2); USPTR (Levels I, II and Advanced)

Special and extracurricular interests:

- . Travel & exploration of foreign cultures
- . The performing arts: music (especially piano), theatre & dance
- . Tennis: accelerating skill development through more powerful learning frameworks & teaching methodologies
- . Environmental education: ecology & economics as they relate to biodiversity & sustainable living
- . Change management: catalyzing & managing social & organizational change
- . Wilderness canoeing, kayaking & trekking, Nordic skiing, mountain biking

Affiliations:

- . Leadership Initiative For Earth (LIFE) – strategic planning & communications (1996-present)

- . Parents for Science Society – Board of Directors (1995-96)
- . Sierra Club of Canada – Board of Directors (1986-89); Group Chairman (1986-90)
- . Canadian Parks and Wilderness Society – National Wilderness Strategy Committee (1989-90)
- . United States Professional Tennis Registry (USPTR); Tennis Canada (1990-present)

Detailed List of Consulting Projects

Technology-focused projects

The following is a sampling of consulting projects primarily in the IT arena. These have spanned a wide variety of application domains and technologies. Most of the projects have been leading edge. In recent years, my focus has shifted increasingly towards "high performance communications" — helping organizations more effectively market their products, services & ideas, empower their staff through better training, and generally convey critical information to target audiences in a highly effective and timely manner.

Over the years I have evolved a very broad skill set — one which has allowed me to migrate easily across diverse application domains. I am able to work at both the macro and micro levels, from "big picture" analysis & strategic planning of a project to detailed design & production work. Commonly recurrent responsibilities in past projects include (listed in "top-down" order):

- client liaison
- strategic & tactical planning
- project planning & management
- leadership of technical & non-technical teams
- problem analysis & solution design
- design of high performance communication products (training, marketing...)
- teaching & presenting
- creative technical writing

I have received many unsolicited kudos for the "communications products" I have designed and produced during the course of projects. These have included: client presentations, web-based courses, information/data models, technology overviews, project & product assessments and reviews, plus a variety of "persuasive" proposals, marketing brochures and other documents)

I invariably develop an excellent rapport and high degree of trust with project clients. I have a strong customer focus, and work to ensure that projects are properly targeted and deliver a high return-on-investment to the client.

I am interested in projects both within Canada and abroad. The latter arises from my lively interest in other cultures, a high degree of mobility, and facility in five languages.

1998-2001 **VisionCompass Inc.** (Seattle). Communications and training consultant assisting senior management in bringing a complex new software product to market successfully. Identification of problems, notably in the areas of marketing and training. Development of a comprehensive strategic plan for the development of a diverse suite of CBT and classroom-based courses and training materials. Leadership of the training team. Design of key courses and documents. QA gateway for all training products.

Insyt Inc. / Canada/Saskatchewan Strategic Initiatives Program. Content developer and architect of a *web-based course* in the emerging field of Software Process Improvement. (Internet access to this course is available on request.)

Software Technology Centre. Principal architect of a *competency model* for exemplary software engineering. Responsible for project planning & management, communications, and providing leadership to a team of HR and IT professionals from 10 collaborating companies. The model includes both *generic* competencies required in many areas of activity, and competencies *specific* to the field of software engineering. It draws from the experience of both HR and engineering professionals in the collaborating

companies, augmented by research into currently acknowledged “best practices” in the field.

The competency model was designed to be both extensible and customizable, and may be adapted by any interested organization. Its architecture allows it to be applied to any field of endeavour simply by replacing the software-specific layer. (Internet access to the model is available on request.)

1994-present **Aark Consultants Ltd.** Monitoring of evolving *internet & new media* technologies and of new opportunities for *education & training, communication* and *e-commerce* via global computer networks. Corporate presentations on the internet and its potential. Website evaluation. Consulting on website design and construction.

1994-1996 **KPMG / Canadian Real Estate Association.** Development of a requirements specification and preliminary design for a website to contain MLS® listings from real estate boards across Canada.

Visual Computing / Federal Department of Foreign Affairs. Evaluation of the internet's Web & Usenet technology/software and its suitability for use in an *intranet* within a large government department.

KPMG / Kalman Technologies. Research and authoring of a paper on new directions in computer and communications technologies relevant to the emerging *computer telephony* field. Critical evaluation of a new computer telephony product and its user manual. Co-presenter in a series of focus groups.

1989-90 **Peat, Marwick, Stevenson & Kellogg.** Requirements definition and design of an Environment Canada system to monitor the production, usage, consumption and disposition of packaging materials in Canada.

Cognos Inc. Documentation analyst and technical writing consultant. Assessment and prescription for a rewrite of the user manual for a highly-technical software engineering product.

Seedtec Ltd. Design and development of an agricultural database and related systems & procedures. User training and support.

Soft-SET Technologies Inc. Marketing support and research. Review of product design and of marketing literature for a new CASE product. The product was based on new *meta-programming* and *hypertext* technologies.

Aark Consultants Ltd. Research into potential applications and status of geographic information system (GIS) technologies.

1985-88 **CAIP Corporation.**

Project Director and principal investigator in a Telecom Canada project to research and introduce *advanced information technologies* into corporate strategic planning relating to telecommunication network evolution. Several prototype *hypermedia* systems for browsing complex reference documents were introduced.

Project Manager and principal author of a major study on applications of *artificial intelligence* (AI) technologies to "communications and information-based systems". The study was commissioned by the Federal Department of Communications, and covered relevant technologies, potential application areas, Canadian expertise in AI,

probable economic and social impacts of AI, and recommended priorities for Canadian R&D.

Co-developer and presenter in a series of public seminars on AI technologies and expert systems. These seminars were delivered in most major Canadian cities.

Project Manager and chief consultant on several projects to identify and assess potential applications for expert systems. Clients included the Federal Department of Fisheries and Oceans (DFO) and the Ontario CAD/CAM Centre.

Project Manager, editor and contributing author for a report on AI hardware, software, research institutions, and operational systems. The report was prepared for the Canadian Workplace Automation Research Centre.

Pre-1985

Grouptheory Systems Inc. Partner and co-founder. Grouptheory was established to develop a state-of-the-art 4th generation tool for building information systems.

Cognos Inc. Software Specialist in a large-scale port of Cognos' *Powerhouse* software (conversion to the C language, and migration to multiple computing platforms). Editor of the project newsletter.

Spar Aerospace. Senior Consultant. Requirements analysis, design and programming of a large database and associated systems for computer-integrated manufacturing. Training of the development team and end-users.

McMaster University. Graduate student (theoretical chemistry). Research Associate. Teaching Assistant. Contract consultant (design and implementation of a student records system). Design and programming of a large number of scientific research systems.

Miscellaneous projects

The following is a sampling of miscellaneous projects that span a wide range of disciplines including: science, technology, law, education, environment and sport. Elements common among these projects include: research & analysis, strategic and project planning, program and course design, the development of frameworks to accelerate learning, and the design & creation of a wide variety of communication products.

- 1999-present **ACE International.** Information architect and content developer/editor in an ongoing project whose goal is to transform the way tennis (and other “open-skill” sports) are taught around the world. The project involves re-educating & re-training coaches. The provision of web-based mentoring is a key element in this initiative.
- Wondertree Learning Center.** Science mentor for elementary school children.
- International Language Schools of Canada and WIFI (Austria).** English teaching.
- Tennis Canada.** Redesign and rewriting of manuals for Canada’s national Coaching Certification Program.
- The Academy of Modern Tennis.** Design and development of a marketing strategy, promotional brochures, and information packages for a new state-of-the-art tennis training academy. Development of various documents relating to planned Academy products (e.g., joint venture agreements and material for patent applications). Planned future projects include the development of a website, and the development of a series of web-based products for tennis coaches.
- 1996-present **Leadership Initiative For Earth.** Design and development of fundraising and marketing materials for an organization offering innovative “sustainability education” programs for youth. Advisor to the Director on issues relating to organizational strategic planning and the undertaking of major new projects (e.g., the building of a tall ship and launching of global expeditions). Design of a new educational program. Development of a consistent, cross-program *teaching framework* to be used by educators.
- 1995-96 **FORAM Project.** Invited observer and advisor to a European Community (EC) forestry project.
- 1992-94 **Asia Pacific Foundation.** Member of the organizing team for Globe 94, a bi-annual environmental industries conference and trade show. Development of catalogue of products and exhibitors.
- BC Science Council / Japan Research Consortium.** Researcher and author of a report on environmental industries in British Columbia.
- Tenotec Systems.** Scientific advisor and a co-architect of *System 5™* — an innovative tennis training system based on state-of-the-art research in sports science and motor learning. Contributor and technical editor of a manual for coaches. Advisor on future product development. Advisor on future *System 5™* website development. Author of several white papers on sports science, technology transfer and tennis training. Co-designer of several courses & presentations delivered to the United States Professional Tennis Association. Author of several proposals to develop new world-class tennis training centres and resorts.

1990

Rawson Academy of Aquatic Science. Analysis and assessment of proposed federal regulations under the Canadian Environmental Protection Act, governing the discharge of toxic substances in pulp & paper mill effluent. The assessment covered ecological, scientific and legal aspects of the regulations.

Resource Futures International. Assessment of a proposed Ontario government project to develop a strategic planning framework for addressing environmental concerns over the next decade.

References

Available on request.