

curious

clever

insightful

~ Brad Kynoch ~

Mind of an engineer | *Heart of a scientist* | *Entrepreneurial spirit* | *Driven by innovation*

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Summary ~

- ★ Trained in science, engineering, and sustainability
- ★ 20 years of experience in technology, communications, and energy/environment, including:
 - Research, market analysis, and strategy
 - Data analysis, modelling, and visualization
 - Business analysis and systems automation
 - Product design, development, deployment, support, branding, and marketing
 - Personal, career, and business coaching
- ★ Fluent in English; intermediate in French

Superpowers ~

Insightful Analyst & Systems Architect

- ★ Leverage powerful questions, keen observations, and trend recognition to provide insightful exploration of ideas and issues
- ★ Juggle complex relevant variables for rich, thorough analysis that deepens understanding
- ★ Employ forecasting, backcasting, and scenario analysis to reveal the most compelling path
- ★ Design useful visualizations, systems, and tools to clarify strategies and aid implementation

Celebrated Communicator, Idea Interpreter & Engaging Teacher

- ★ Demonstrate a rare ability to bridge the gap by translating big ideas—especially science and technology—to a range of audiences through simple, clever, quirky explanations
- ★ Remove clutter to focus on the power and simplicity of ideas and solutions
- ★ Use colourful descriptions, humour, and wit to build interest, understanding, and clarity
- ★ Continually hear grateful comments like, “I’ve NEVER understood how that works until now!”

Special Investigator





- ★ Tackle complex challenges with curiosity, creativity, and resourcefulness
- ★ Blend methodical problem-solving approaches with fresh, interesting perspectives
- ★ Shrink problems, grow solutions, and throw victory dance parties

Innovation Enthusiast & Change Agent









- ★ Encourage long-term thinking and drive incremental and disruptive innovation and progress
- ★ Excited about solving our world’s greatest problems through innovation and collaboration

Education & Experience ~






Listed chronologically with these symbols to show relevance across areas of specialization:

-  Business, Marketing & Productivity
  Energy & Environment
 Science & Technology
  Teaching



















Education & Select Training

	Expertise		
Certificate in Environmental Management , University of Toronto, Sep 2004–Apr 2005			
Bachelor of Science (B.Sc.), Engineering Physics , University of Saskatchewan, Sep 1992–Dec 1996			
Certification Training, ONTRAPORT business automation software, Jun 2014			

Credentials & Memberships

	Expertise		
Pending approval as Professional Engineer (P.Eng.) , License # 100067377, Professional Engineers Ontario (PEO), Feb 2016–present			
Environmental Professional-in-Training (EPt) – Energy & Sustainability, ECO Canada & Canadian Environmental Certification Approvals Board, Feb 2016–present			
Level II (Secret) Security Clearance , File # 95376405-0000580388, Government of Canada, exp. Dec 2016			

Work Experience

	Expertise		
Chief Information Officer, Business Analyst, Automation Architect, Beautifuller (Ottawa & Kelowna), Oct 2013–present			
Founder & CEO, Business Analyst & Automation Consultant, Data Analyst, Product Architect, Technology Advisor, Digital Publisher, Always WORTHEE (Ottawa & Kelowna), Mar 2011–present, including projects such as: <ul style="list-style-type: none"> ★ Augmented Reality Commercialization Advisor, Wear Geared, Sep 2015 ★ Professional Development Coach, Operations Advisor, Growth Strategist, Norada's Solve CRM software, Sep–Dec 2014 ★ Mobile Marketing Advisor, Prototype App Builder, Jul 2012–Dec 2013 ★ Founder, Editor-in-Chief, Digital Publisher, Rebellionary Life Magazine, Sep 2012–Jul 2013 ★ Founder, Product Architect, Prototype Builder, FoodBlendr, Mar 2011–Aug 2012 			
Energy & Environmental Analyst & Consultant, Data Analyst, Market Development Consultant, Business Analyst, Branding / Website Coordinator, Marbek (Ottawa), Nov 2003–Apr 2010 and independent (Ottawa), May 2010–Feb 2011			 
Clean Energy Project Pre-Feasibility (RETScreen) Analyst , Synergy Renewable Energy Solutions / EcoEnergy Choices Ottawa / GPEKS (Ottawa), Jan–Oct 2003			
Team Leader, Product Architect, System Designer, Deployment & Troubleshooting Specialist & Trainer, Tier-3 Support Analyst, Nortel (Ottawa), Jan 1997–Aug 2002			
Data & Crime Risk Analyst, Business Intelligence Developer, Correctional Service of Canada (Saskatoon), May–Dec 1996			
Engineering Physics Lab Assistant, University of Saskatchewan, Jan–Dec 1996			 

Volunteer Experience

	Expertise		
Parent Volunteer , Ecole l'Anse-au-Sable (Kelowna), Apr 2014–present			😊
Product Advisor , EasilyDo automation assistant (Ottawa), Nov 2013–Nov 2014	📄	🏠	
Treasurer, Board of Directors , Tunney's Daycare (Ottawa), Sep 2009–Dec 2012	📄		
Children's Educator and Science & Technology Mentor , Engineering Challenge, National Research Council (Ottawa), Jan–Feb 2006 and Solar Sprint, Canada Science & Technology Museum (Ottawa), May–Jun 2001		🏠	😊
Educator & Website Architect , EcoEnergy Choices Ottawa, Jan 2003–Jun 2004		🏠 ☀️	😊
Lifestyle Change Team Coordinator , Ottawa EcoAction Team, Earth Day Canada , 2003–2004		☀️	😊
Researcher & Product Architect , Environmental Lifestyle Change Support System, Peace & Environment Resource Centre (Ottawa), 2003		🏠 ☀️	
Organizational Planner & Analyst , Ontario Environment Network (Ottawa), 2003	📄	☀️	
Children's Program Facilitator , Economics of Staying in School, Junior Achievement Canada (Ottawa), 1998–1999	📄		😊
Physics Students' Society President & Conference Delegation Coordinator , University of Saskatchewan (Saskatoon), Sep 1995–Apr 1996	📄		
Science Educator , Spectrum Engineering Students' Exhibition, University of Saskatchewan (Saskatoon), 1995		🏠	😊

Awards ~

Received numerous executive and peer awards for:

- ★ Collaboration, project management, training delivery, and customer orientation
- ★ Product development, documentation, demonstrations, deployment, and troubleshooting

Software & Analytical Skills

Data Collection & Analysis

- ★ **Surveys and data collection:** SurveyMonkey, FluidSurveys, Wufoo, Google Forms, others
- ★ **Data analysis and visualization:** Designed and developed hundreds of analytical works—from simple spreadsheets to complex models—using Microsoft Excel (advanced), ParaView (open-source; visualization of complex/scientific data), Google Sheets, Apple Numbers, Microsoft Access, and Cognos Insight, including:
 - Market research, assessments, and analysis
 - Historical assessment, benchmarking, and best practice assessment
 - Projections, scenario modelling, sensitivity analysis, and feasibility assessment
 - Annual and life-cycle impact assessment and estimation
 - Database, business intelligence, and decision-support tool architecture, design, development, and reporting
- ★ **Math & Statistics:** Limited use of Matlab, Mathematica, Maple, and numerical analysis

Business Analysis & Automation

- ★ **System/Process visualization and mapping:** LucidChart, MindMeister, Microsoft Visio
 - Mind maps, Venn diagrams
 - Flowcharts, process maps
 - System and data flow diagrams
 - Value stream maps, swimlane diagrams
 - Use case and entity relationship diagrams
 - Information architecture
- ★ **Business process and task automation:** ONTRAPORT (advanced), Agile CRM, ActiveCampaign, SendOwl, Zapier, Wappwolf, If This Then That (IFTTT), Kimono, Buffer, Hootsuite, Workflow, EasilyDo, and others
- ★ **Business planning:** Business Model Canvas, Value Proposition Canvas, Experiment Board

Project Management, Office & Collaboration

- ★ **Project, task, and time management:** Asana, Trello, WorkLife, Meeting Facilitator Canvas, Google Calendar, Microsoft Outlook, others
- ★ **Word processing:** Microsoft Word, Google Docs, Apple Pages, OpenOffice, Adobe FrameMaker, others
- ★ **Presentations:** Microsoft PowerPoint, Google Slides, Apple Keynote, Prezi, PikToChart, PowToon
- ★ **Research and collaboration:** Google Apps for Work, Evernote, Dropbox, Google Drive, Skype, Slack, others

Key Accomplishments ~

Leadership & Project Management

- ★ Supervised numerous 3–10 person teams for on-site and virtual projects
- ★ Directly coached or mentored more than 20 colleagues
- ★ Recognized over 20 colleagues for exemplary performance through awards and recognition
- ★ Received peer awards for cross-team collaboration and project management

Business / Process / Policy / Program Analysis & Consulting

- ★ Completed nearly 50 projects, contracts, and consulting assignments covering a wide range of studies, assessments, analyses, modelling, and reporting, including:
 - Market research, assessments, and analysis
 - Requirements gathering, clarification, analysis, prioritization, and documentation
 - Solution definition, assessment, architecture, and road-mapping
 - Business systems and process assessment, creation, integration, and select automation
 - Policy, program, and technology research, assessment, and evaluation
 - Historical/Current situation assessment, benchmarking, and best practices
 - Short/Long-term projections, scenario modelling, feasibility and sensitivity analysis
 - Annual and life-cycle impact assessment and estimation
 - Database and decision-support tool architecture/design and development

Data Analysis & Business Intelligence

- ★ Designed and developed hundreds of spreadsheet models—from simple to highly complex—for individual, organizational, and client uses:
 - Assessments, analyses, projections, scenario models, sensitivity, feasibility, and comparisons
 - Decision support tools, budgeting, project planning/management
- ★ Assessed the risk of inmates and parolees across three Canadian provinces using data from Canada's second largest relational database, through Correctional Service of Canada
 - Created an interactive business intelligence tool for prison wardens, parole directors, and case managers to make safer, faster, and more informed decisions
 - Developed business intelligence reports with Cognos Insight (Impromptu)

Product Development & Training

- ★ Authored/Co-authored a dozen high-level design documents and user manuals
- ★ Reviewed nearly a hundred detailed design documents from product development teams
- ★ Evaluated hundreds of cloud, desktop, and mobile software applications and tools for personal, team, and organizational use
- ★ Implemented ISO 9001 compliance in a product development and support team
- ★ Received peer awards for product development, training delivery, and customer documentation

Problem-solving & Customer Orientation

- ★ Four (4) years in Tier-3 Technical Support & Initial Field Deployment, working on highly complex, high-pressure, high-visibility problems on customer telecommunication networks
- ★ Eight (8) years as Consultant & Advisor in various capacities to a wide range of clients, including governments and agencies, industry associations, research centres and institutes, utilities, large companies and consortiums, small businesses, and non-governmental organizations
- ★ Team Leader & Principal Investigator on two critical, high-visibility, high complexity, live field investigations over a total of eight weeks, involving a total of 30 cross-functional R&D staff, 20 field personnel, and thousands of combined hours of troubleshooting, analysis, and reporting, resulting in root cause analysis (RCA) post-mortem assessments and over 75 suggested product improvements
- ★ Received four executive awards for initial product deployments, troubleshooting, and customer orientation; and peer awards for problem-solving, product demonstrations, and customer orientation

Branding & Marketing

- ★ Coordinated and led branding/re-branding of numerous businesses and digital products
- ★ Planned and implemented three brand/product launches with digital marketing and automation
- ★ Architected and coordinated design and development of nine (9) websites

Written Communication

- ★ Co-/Authored more than 30 proposals and nearly 50 consulting reports over eight years
- ★ Co-/Authored a dozen high-level product design documents and user manuals
- ★ Co-/Authored two technical papers for large industry conferences
- ★ Authored two magazine articles for technical journals and an independent magazine
- ★ Coordinated, edited, layed out, and published two issues of an independent tablet magazine

Verbal Communication

- ★ Master of Ceremonies for three formal events of over 100 people each
- ★ Developed and delivered a dozen formal presentations at conferences and seminars
- ★ Developed and delivered nearly 30 informal presentations at corporate/organizational meetings
- ★ Instructed/Facilitated 40 laboratory experiments and nearly 20 classes and workshops
- ★ Instructed highly interactive children's workshops for Grade 4–8 kids

Financial Accountability

- ★ Planned and managed annual non-profit budget of \$750k for 3 years, 13 staff, and 3 programs
- ★ Planned, ordered, and set up \$2M of fiber-optic lab equipment for 20 tier-3 support engineers
- ★ Estimated budgets and resource allocation in 10–15 consulting proposals
- ★ Calculated cost impacts during employer's collective bargaining with union

Sustainability Projects ~

Overview of Experience

Types of Projects

- ★ Market research and analysis
- ★ Policy, program, and technology research, assessment, and evaluation
- ★ Policy and program design and impacts
- ★ Historical analysis, forecasts, and scenarios
- ★ Benchmarking and best practices
- ★ Annual and life-cycle impact assessment
- ★ Database and decision-support tool design and development

Topics

- ★ Energy and water use, conservation, efficiency, and smart infrastructure
- ★ Sustainable community planning
- ★ Large/Small-scale renewable energy
- ★ On/Off-road transportation energy and emissions
- ★ Annual and life-cycle environmental impacts (resource use, waste, and pollutants/emissions)
- ★ Greenhouse gas emissions and air contaminants
- ★ Green procurement/purchasing

Clients

- ★ Federal, provincial, regional, and municipal governments/agencies
- ★ Industry associations and research centres/institutes
- ★ Utilities, large companies, and consortiums
- ★ Non-profit/Non-governmental organizations (NGOs)

Projects Completed

These symbols help show the project relevance across subsectors:



Policy & Program Design & Evaluation

Subsectors

ecoNova Scotia Program Evaluation , Province of Nova Scotia, 2011	
Survey & Action Plan for Small Wind Turbine (300W–300kW) Market Development in Canada , Natural Resources Canada, 2004	
Energy Conservation & Demand Management (CDM) Course High-level Design , Ontario Power Authority, 2010	
High-Performance New Construction Funding Program Delivery , Enbridge Gas, 2010	

Quantitative Assessment, Projections & Scenario Modelling

Subsectors

Opportunity Assessment of Geothermal Mine Water Systems using Inactive Underground Mines in Canada , Mining Assoc. of Canada, 2005–2006	
Copper Opportunities in Energy-efficient Products & Renewable Energy Technologies in Canada , Canadian Copper & Brass Dev't Assoc., 2009–2010	
Pre-feasibility Assessment of Photovoltaic and Solar Air & Water Heating Projects , Synergy Renewable Energy, GPEKS, EcoEnergy Choices Ottawa, 2003	
Integrated Strategic Energy Roadmap to 2030 for Canada's Urban Built Environment , Natural Resources Canada, 2005	
Estimated Environmental Impacts of Canada's Green Municipal Fund Implementation Projects , Federation of Canadian Municipalities, 2001–2008 (annually for 7 years)	
Greenhouse Gas Impact of Technology & Innovation Fund Projects , Natural Resources Canada, 2004	
Life-cycle Environmental Impact Analysis of Canada's Residential Sector (study , paper), Canada Mortgage & Housing Corp., 2006–2007	
Energy Benchmarking & Best Practices in Canadian Textiles Wet Processing , Natural Resources Canada, 2003	
Energy Reduction Potential & Best Practices Benchmarking in Ontario's Industrial & Manufacturing Sector , Canadian Manufacturers & Exporters, 2009	
Feasibility Assessment of a Canadian ENERGY STAR Set-Top Box Program , BC Hydro consortium of governments, agencies, and utilities, 2009	
Feasibility of Efficiency Labels for Portable Generator Sets , Environment Canada, 2005	
Public Awareness Programs for Canadian Off-road Vehicle & Equipment Efficiency and Emissions Labelling , Environment Canada, 2004	
National & Provincial Historical Energy Performance of Canada's Residential Sector for 1990–2005 , Canadian Home Builders' Assoc., 2008	
Natural Gas Use in New Long-term Healthcare Facilities , Enbridge Gas, 2004	
Business Lighting Market Assessment , BC Hydro, 2004	






Research & Qualitative Assessment

Subsectors

<p>Situation & Impact Assessment of Renewable (Energy) Portfolio Standards in Canada, Natural Resources Canada, 2004</p>	
<p>Foundation Paper: Canada's Energy & Climate Change Futures, National Roundtable on the Environment and the Economy, 2004</p>	
<p>Ecological Fiscal Reform for Renewable Grid-Power Electricity in Canada, National Round Table on the Environment and the Economy, 2003–2004</p>	
<p>Electricity Market Overview & Renewable Electricity Generation Opportunities, Assembly of First Nations, 2005</p>	
<p>Assessment of Sustainable Community Best Practice Implementation Guides for Canadian Housing, Canada Mortgage and Housing Corp., 2009</p>	 
<p>Technology & Market Assessment of Residential Electricity Advanced (Smart) Metering for Smart Grid in Canada, Natural Resources Canada, 2006</p>	
<p>Market Assessment of Energy-Efficient Windows in Ontario's Low-rise Residential Sector, Enbridge Gas Distribution, 2004–2007 (annually for 4 years)</p>	
<p>Water Efficiency Assessment of Environment Canada Facilities, Environment Canada, 2007</p>	
<p>Status & Best Practices in Sustainable Community Planning in Canada, Federation of Canadian Municipalities, 2007–2008</p>	




Decision Support Tool Development

Subsectors

<p>Development of Cost-Benefit Analysis Tool for Changes to Green Municipal Funds, Federation of Canadian Municipalities, 2005</p>	 
<p>Planning & System Design of Environmental Lifestyle Change Support System, Ottawa Peace & Environment Resource Centre, 2003</p>	 
<p>Development of Canadian ENERGY STAR Savings Calculator, Natural Resources Canada, 2002–2007 (annually for 5 years)</p>	

Website Coordination, Architecture, Design & Implementation

Subsectors

<p>Canadian Small Wind Energy educational website (now offline), Canadian Wind Energy Association, 2005</p>	
<p>Marbek energy and environmental consulting firm website (now offline), Marbek Resource Consultants, 2009–2010</p>	 
<p>EcoEnergy Choices Ottawa non-profit website (now offline), EcoEnergy Choices Ottawa, 2003</p>	