

Martin Rochon
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Professional Profile

A driven and goal-oriented professional wanting to positively impact people through dedication to fair and transparent treatment for everyone. Highly dedicated to addressing wicked problems to improve people's quality of life and to developing future leaders with an emphasis on ethics.

Possessing the following skills:

Project Management	Computer Proficiency	Team Building
Human Resources	Effective Communication	Reliability
Research	Grant Writing	Advocacy

Professional Experience

Conestoga College, Part-Time Professor **2023-Current**

- Teaching BUS1021 – Organizational Behaviour which: consists of the study of workplace behaviour at the individual, team, and organizational level; explores theories of motivation, perceptions, emotions, team effectiveness, decision making, leadership, power, culture, and change; and utilizes the explored concepts in guiding students in their application of best practices to strengthen organizations and their overall effectiveness as global citizens

Saint Paul University, Part-Time Professor **2022-Current**

- Teaching INS5107 (graduate course) – Social Innovation and Management which involves the in-depth study of management approaches and tools of social organizations including strategic planning, management, and advanced accounting
- Teaching ISC4305 (undergraduate course) – Communications for Sustainable Development which covers: the evolution of the concept of sustainable development and its different definitions; the role and responsibility of social communications in sustainable development; and communication strategies for implementation
- Teaching ISC4306 (undergraduate course) – Stakes Analysis which provides: skill development in the analysis of social and socio-political situations; coverage of key concepts, including situations, actors, problem framing, stakes, and constraints; identification of social and communication issues; and case analysis
- Designed all of the syllabi

Saint Paul University, Research Assistant **2022-Current**

- Working as part of an international team as part of Imagine Age Friendly “communities within communities” which is a Social Sciences and Humanities Research Council supported project that builds on the World Health Organization’s (WHO) global initiative

Martin Rochon Consulting, Owner and Principal (HR and Marketing Consultant) **2013-Current**

- Developing programs individualized to specific clients and products to optimize positive company visibility, and employee retention
- Specializing in risk assessment and risk mitigation
- Employee screening and evaluation

- Identifying and designing programs to increase short- and long-term company profitability

Accomplishments

- Designed a new client acquisition and retention strategy for a business which led to doubling of company profits in the initial three-month period and to a client retention rate of 95 percent and holding at five-year mark

Saint Paul University Student Association, Vice President External Affairs

2022-2023

- Establishing, maintaining, and disseminating policies, practices and academic contacts relating to students (including insurance, student investments and contractual obligations)
- Working with external agencies (such as the Canadian Federation of Students and government officials) and attending conferences
- Acting as liaison to inform students of the PhD cycle and availability of scholarships at all levels
- Preparing and submitting monthly and annual reports
- Linking individual students to community groups to explore meaningful volunteer and work opportunities

Accomplishments

- Created Guest Speaker Series, specifically for Saint Paul University students, focused on creating experiential learning and volunteer opportunities that positively impact the community
- Connecting individual Saint Paul Students with Ontario Community Groups in need of volunteers – based on specific individual student areas of interest

**Georgian College's Centre for Changemaking and Social Innovation,
Social Impact Projects Coordinator**

2020-2021

- Leading social impact projects for the Center for Changemaking and Social Innovation in partnership with the City of Barrie's SHIFT government to address some of the city's most complex social problems such as housing, food insecurity and social isolation through a social entrepreneurial lens
- Fostering and creating multi-stakeholder relations to create sustainable and socially impactful programs
- Responsible for project ideation, project planning, business plan, project implementation, media releases and ongoing project analysis and improvement
- Ensuring that all projects contain pieces that provide experiential learning and work opportunities for Georgian's students

Accomplishments

- Projects' launch chosen as one of Top Ten events for February 10, 2020 by the Academic Group, <https://www.academica.ca/top-ten/georgian-barrie-partner-launch-social-innovation-projects>
- Arranged interview with CTV Barrie which led to Barrie HomeShare project receiving coverage on CTV Barrie (and other Barrie media), <https://barrie.ctvnews.ca/pilot-project-aims-to-createaffordableliving-for-college-students-1.4800765>

Student Association of George Brown College, Interim Operations Manager

2019-2020

- Managing Operations (Facilities, IT, Sales); Building Services (including Safe Walk); sponsorships; departmental budget and finances; and supervision of staff
- Ensuring that program needs assessments with various target groups are conducted and appropriate programs and services are planned and implemented in response to the needs
- Overseeing capital project improvements and review process; contract tender and selection; and tenancy and lease agreements including negotiating and approving all vendor contracts
- Developing annual budgetary projections; and tracking, monitoring, and reporting on actual revenues and expenditures; and ensuring financial oversight for areas of responsibility including submissions of receipts, cheque requisitions and supporting documents
- Conducting organizational planning and strategic development

- Liaising with various departments, individuals, and committees of George Brown College, as well as with external agencies
 - Participating in all staff meetings and applicable Board of Directors, Executive and Committee meetings of the Association partnership
 - Conducting ongoing staff and student development including creating a training and development model for staff and volunteers to ensure that their skills and knowledge remain current
 - Developing and implementing an orientation package for new staff and volunteers
 - Mobilizing employees to achieve organization's potential and creating a strong employer brand
 - Utilizing effective leadership and supervisory skills to coach, mentor and develop staff and teams
 - Researching, planning, and implementing project priorities
 - Reporting directly to the General Manager
 - Conducting independent and self-directed work
 - Managing both full time and part time staff on multiple campuses while ensuring adherence to policies and procedures; and conducting performance evaluations and establishing and implementing best practices
 - Ensuring appropriate social media presence and monitoring
- Accomplishments**
- Making decisions on 14+ million budget on an ongoing basis

Toronto Metropolitan University Students' Union (TMSU), Chief Returning Officer

2019

- Overseeing TMSU 2019 Winter Elections which included: verifying voters' list; testing and monitoring Online voting system; advertising elections via Online and print; communicating with media; approving all campaign materials including posters, social media, class talks, and outreach tactics; approving polling station signage and locations; conducting All Candidates' Meeting – to outline campaigning and election rules, bylaws, and procedures; moderating Candidate Debate and Question & Answer Period; hiring and training polling station clerks; supervising staff including Deputy Returning Officers (DROs) and polling station staff; communicating closely with Toronto Metropolitan University Security; issuing candidate warnings, demerits, and disqualifications in adherence to election bylaws; booking facilities and furniture; monitoring and verifying expense reports; verifying and posting election results; and delivering the final report outlining the election and providing future recommendations

Accomplishments

- Accepted the role and the accompanying responsibilities one day before election campaigning started – whereas normally the position begins thirty days prior to campaigning

York University, Teaching Assistant and Guest Lecturer

2012-2014

- Guest Lecturer - HRM2600 Introduction to Human Resources Management, Managing Compensation
- Teaching Assistant for SOCI 3450 The Sociology of Race and Racism
- Teaching Assistant for SOCI 3860 Women, Work, and Family
- Responsible for: marking all tests, assignments, and exams; and creating, leading, and marking tutorial discussions and presentations

Toronto Metropolitan University, Administrative Positions
(Graduate Studies, Urban Planning and Ted Rogers School of Business)

2008-2012

- Coordinating various University programs in co-operation with Universities across Canada
- Organizing award shows and departmental presentations including post-event analysis and improvement recommendations
- Liaising with various Toronto Metropolitan Departments from admissions to fees to student affairs to student associations to various graduate and undergraduate departments
- Involved in organizing and coordinating hiring searches for directors and professors

- Establishing the Alumni Plan for current and future alumni

Accomplishments

- Leading and training staff on Toronto Metropolitan Department promotional site and finance site

Service Canada, Acting Manager (2007-2008)

2000-2008

- Responsible for the Multi Language Outreach pilot which involved: scheduling and providing service to 17 client organizations in the community; designing and implementing the tracking systems as well as the end of fiscal year program evaluation and improvement recommendations
- Responsible for the daily supervision of 14 staff, contact with a multitude of related service providers, follow up and resolution of client suggestions and/or concerns, and for monthly reports
- Working as part of Quality Assurance Group which provides recommendations to the entire Service Canada branch
- Completed formal cultural sensitivity training and security training
- Designated and trained as: Social Insurance Number Issuance Program Trainer, Privacy Coordinator, Hiring Assessment Board Member, and Security for electronic and related forms

Accomplishments

- Received the Public Service Gold Medal for Outreach Project

2007

toronto.com, Marketing/Community Relations

1999-2000

- Liaised with clients, as well as internal departments including Client Services, Design & Production, to ensure that Client and Corporate needs were met seamlessly and effectively
- Played an integral part in the coordination and execution of special promotional events including all major City of Toronto events
- Responsible for the accurate maintenance of Community Client Infosites, Community Relations Contact Management Database, online banner & tile campaigns, email sales leads and requests for information & involvement

George Brown College, Career Fairs and Recruitment Events Coordinator
and Vice-President Student Association Board of Directors

1998-1999

- Created the template for Career Fairs and Recruitment Events for Student Affairs and implemented and supervised the first Career Fair including a post-event analysis involving employer satisfaction surveys
- Coordinated with college departments, campus management, students, and employers
- Made decisions on the allotment of the budget
- Chaired the Finance and Human Resources Committees and was part of the Marketing Subcommittee
- Researched and wrote the Student Association's Human Resources Appeals Policy

Freedman and Associates, Administrator and Market Researcher

1998-1999

- Performed various administrative duties ranging from reception to bill invoicing to posting of time slips
- Researched information through libraries, the Internet, and through calls to government and personal sources

George Brown College, Peer Advisor/Tutor and Special Events Assistant

1997-1998

- Tutored Statistics and Mathematics
- Developed and wrote College Newsletter
- Collated data and prepared student survey results

University of Toronto, Supervisor, Fund-raising and Alumni Relations

1994-1996

- Responsible for designing and leading Fund-raising and Alumni Relations
- Leading transition from paper files to computerized and automated fundraising call system
- Organizing and hosting top donor “thank you” events

Formal Education

PhD Candidate - Interdisciplinary Research on Contemporary Social Issues, Saint Paul University (jointly with University of Ottawa), Ottawa, ON	Current
<ul style="list-style-type: none"> • 9.4 GPA • Received The Thomas G. Feeney Q.C. Award for Aging and Community 	2023
MBA (Global, Part-time), Toronto Metropolitan University, Toronto, ON	2012
Bachelor of Commerce Degree - Marketing, Toronto Metropolitan University, Toronto, ON	2004
Business Administration, George Brown College, Toronto, ON	1999
Business Marketing, George Brown College, Toronto, ON	1998

Community Service and Personal Interests

• Barrie CARP advisor and member of Barrie CARP Co-Housing Committee	Current
• Provincial political forum moderator	2022
• Vice-President, Industry Relations at Toronto Metropolitan MBA Student Association	2011-2012
• Created and co-chaired MBASA International Student Group which paired International Students with local students to help overcome new environment barriers and to foster new friendships	2012
• Represented George Brown College at Harvard World Model United Nations in Cambridge, England	1999