



PROFESSIONAL BIO FOR EQUESTRIAN CANADA BOARD

CANDIDATE: **GILLES SEGUIN**

Gilles Seguin is a psychologist by training using his capabilities to assist client organizations in their transformation efforts. Gilles had an established management consulting practice specializing in business transformation, strategic planning, and implementation of large technology initiatives grounded in cultural change driven by efficiencies and effectiveness. He developed Transformation Acceleration Process Methodology & Tools to ensure the success of his clients' digital transformation efforts.

Dr. Seguin, as Senior Advisor to Corporate Executives, developed/architected business, and organizational transformation/change plans. He presented and facilitated workshops to internal and external senior management and obtained their commitment and support. He has also enabled implementations. One such example transformed a corporation in the aerospace industry to "just in time inventory" and resolved several cash flow challenges. His enthusiasm stems from having actively participated in the Equestrian Canada (EC) strategic planning exercise to generate a roadmap for EC's future, meeting the needs of the horse community across Canada.

Gilles has been actively involved as President and Director for the American Quarter Horse Association (AQHA) in the expansion of the Canadian Quarter Horse Association and the AQHA footprint. Gilles also led and organized several provincial equestrian associations. Gilles has chaired and vice-chaired the largest Quarter Horse event in Canada and fulfilled the duties of Show Manager. His participation in Equestrian Canada's Category C as a member and chair, and his involvement with Export Development, provides Gilles with a good appreciation of the importance of the operational committees' accountabilities.

This experience, along with his professional responsibilities in leading and advising on the digital transformation of large Federal Government Departments and the private sector in the aerospace and telecom industries, would bring important capabilities to the EC Board.

Re: Letter of Interest EC Board of Directors

Dr. Wayne Burwash

Members of the EC Board of Directors Nomination Committee

It is with great enthusiasm and interest that I put forward my candidature for a position on the Board of Directors of Equestrian Canada. My enthusiasm stems from having actively participated in the EC strategic planning exercise to generate a plan for EC future. The plan in many ways is a roadmap for EC to meet the needs of the horse community across Canada. My interest is based on my love for horses. This love for horse is demonstrated over last 30 plus years and continues to grow today and in the future.

Actively involved as President and AQHA Director in the expansion of the Canadian Quarter Horse Association and the American Quarter Horse Association footprint. I led, organize provincial associations like Ontario QH, Eastern Ontario Quarter Horse, and the Quebec Quarter Horse Associations. I chaired and vice-chair of the largest Quarter Horse event in Canada Quarterama for several years, I also accomplished the duties of Show Manager. My participation in EC Category C as member and chair and Export Development for close to 8 years provides with a good appreciation of the importance of the operation committees accountabilities.

This experience along with my professional responsibilities in leading and advising on the digital transformation of large Federal Government Departments and private sector in the aerospace and telecom industries would bring important capabilities to the EC Board. Transformation of a organization involves a number of important challenges including culture (how work is done) and in some cases technology. I bring these competencies to the EC in addition to my knowledge of the horse industry.

I look forward to discussing the value that I would bring to the EC Board

Gilles Seguin PhD (Psychology)

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