

## Profile - Don Baer, B.A. (Business), M.A. & PhD (Economics)

- 24 year career with Royal Bank of Canada (RBC) focused on strengthening this leading organization's strategic planning and aligned business plans in Canada and internationally. Roles encompassed strategy formulation, performance measurement and management including scorecards and strategy maps, customer marketing strategies including segmentation and sub-segmentation, and strategic communications tailored to all stakeholder groups including the Board of Directors, the Executive Leadership team, staff, customers, and communities.

Scope included RBC's Personal and Commercial Banking, Business Banking, and Latin American and Asian Banking capabilities.

- Strong academic background, providing a business perspective on the Policy Advisory Committee of Sheridan College's International Business Program, as well as extensive University teaching experience in economics and finance at four universities.
- Is a frequent conference speaker on strategic and business planning, scorecards and performance management, and change management.
- Widespread community involvement, serving as President (2005-06) of Toronto's Strategic Leadership Forum (SLF) with particular focus on strengthening SLF's links of strategy to action. This included the development of scorecards and strategy maps aligned to SLF strategic priorities. Has also facilitated strategic planning sessions with Greater Toronto Not for Profits.



- Strengthened Bolivia's public sector strategic planning and leadership capabilities working as a volunteer with the Canadian Executive Service Organization (2005). Strategic Planning and Leadership Workshops conducted in Spanish with Bolivia's Ministry of Foreign Affairs and with Regional Government Centres of Competitiveness and Productivity.
- Led the development of the Federal Reserve Bank of Atlanta's international research program focused on the Caribbean Basin region. This contributed to strengthened U.S. bank international banking capabilities and central bank relationships.