

# Government & Emergency Risk Communications

## FACULTY PROFILES



### Josh Bowen

Director, Relaunch Coordination Team

#### ***Northern Alberta Institute of Technology***

Josh Bowen has been at the Northern Alberta Institute of Technology (NAIT) since 2017, where he is currently serving as the Director of the Relaunch Coordination Team, was the founding Manager of the Centre for Applied Disaster and Emergency Management, and is an Instructor in the Disaster and Emergency Management Diploma Program. Prior to joining NAIT, Josh served 13 years in the Canadian Armed Forces as an Infantry Officer, including service with Canadian Special Operations Forces. During his service, Josh was directly involved in five disaster response operations: as a leader on the ground in response to the 2011 Red River flood, the 2013 Southern Alberta floods, and the 2015 Northern Saskatchewan wildfires; as the senior military liaison officer to the Province of Alberta during the 2016 Fort McMurray wildfires; and as the lead planner for response to the 2017 BC floods and wildfires. In his last role in uniform, Josh served as Deputy Director, Domestic Disaster Response Planning for Joint Task Force West where he led projects with national strategic implications bringing together representatives from across federal departments and provincial governments.

Josh is an alumni of the National Preparedness Leadership Initiative at Harvard University, holds a MA in Disaster and Emergency Management from York University, is an Associate Business Continuity Professional through the Disaster Recovery Institute, is a Certified Antiterrorism Specialist recognized by the U.S. Department of Homeland Security, and is a Counter-Terrorism Information Officer accredited through the Government of Canada's Integrated National Security Enforcement Team.

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### **Shawna Bruce**

Director

***M.D Bruce & Associates Ltd.***

Risk and Crisis Communicator

Shawna Bruce is a seasoned communicator and instructor who shares her 30 years of progressive leadership and risk and crisis communication experience by helping organizations prepare and respond to crisis events.

Shawna began her career as an Army Public Affairs Officer (25 plus years), supporting strategic communications planning, issues management, crisis communications, and media relations at the local, regional, national, and international levels in locations across Canada and the United Kingdom.

Upon retirement from the Canadian Armed Forces, Shawna joined Dow Chemical (a global petrochemical company) as the National Public Affairs Manager for their Canadian operations. In this role, she provided leadership for all public affairs activities, community, and stakeholder engagement, and was the Public Information Officer (PIO) for emergency management communications.

Shawna is a “Master of Disaster” and a part-time instructor and curriculum developer for NAIT’s Disaster and Emergency Management program (Disaster and Crisis Communications) and develops and instructs courses for NAIT’s Centre of Applied Disaster and Emergency Management (CADEM).

You can find out more about Shawna and her upcoming virtual training workshops by visiting her website at M.D. Bruce & Associates Ltd.

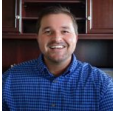
### **Alfred Klein**

Director, Southern Communications Centre, EMS Dispatch Communications & Deployment

***Alberta Health Services***

Alfred Klein has been involved in Emergency Medical Services in Alberta for 30 years. Serving in Rural and Metro areas on the ground and in the air as a Paramedic Alfred has spent the last 10 years involved in Dispatch Communications and Deployment as part of a Provincial Team implementing a Province wide EMS dispatch system. Alfred currently serves as the Director of the Alberta Health Services EMS Southern Communications Centre in Calgary, Alberta

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### **Matthew Moore**

Business Development Manager

#### ***BlackBerry***

Matt Moore is a Business Development Manager who works with leading corporations, healthcare institutions and federal agencies to pilot, implement and optimize the use of BlackBerry AtHoc.

Matt is a combat veteran who has worked in command and control facilities around the world and now channels that expertise to support BlackBerry AtHoc's customers. In his time with BlackBerry AtHoc, he has focused primarily on the adoption of a crisis communication network - safeguarding communities by protecting people and managing critical events - that now includes hundreds of organizations in North America, Europe and Asia.

Matt has an Applied Science degree in Emergency Management from Air University and holds several certifications from the Emergency Management Institute. Matt holds a Business Administration degree in Management and Human Resource Management from Columbia College.



### **Andrew Moull**

Emergency Disaster Management Specialist

#### ***Hamilton Health Sciences***

Andrew Moull is currently the Emergency and Disaster Management Specialist at Hamilton Health Sciences. Previously he worked for The Scarborough Health Network in a similar role for 5 years. Andrew has Master Degrees in History from the University of Waterloo and Disaster and Emergency Management from York University where he is also currently a guest lecturer of Healthcare Emergency Management for the university's emergency management graduate program. Andrew was also one of the first Canadians to join the Association of Healthcare Emergency Preparedness Professionals and is currently working with his colleagues to put together a standardized toolkit for conducting after action reviews in the healthcare sector.