

# HUGOGATSBY

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## EDUCATION

- **Harvard University – Master of Business Management** – Cambridge, MA 09/2013 – 05/2015  
**Related Courses:** Organizational Behaviour, Behavioural Economics, Forensic Accounting, Principles of Management  
**Achievements:** Cum Laude Graduate; Awarded distinction for case analysis in Forensic Accounting.
- **Harvard University – Certificate: Strategic Management** – Cambridge, MA 01/2014 – 12/2014  
**Related Courses:** Strategic Management, Corporate Governance, Corporate Strategy, Business Analysis & Valuation  
**Achievements:** Developed financial models for the Disney/Netflix partnership that produced 6 MCU tv series.
- **University of Western Ontario – Bachelor of Arts: Digital Media** – London, ON 04/2004 – 08/2007  
**Related Courses:** Mass Media & Consumer Cultures, Contemporary Media, Advanced Multi-Media, Web Design  
**Achievements:** Visual Art Student Association Events Coordinator, Exhibiting Artist – Tom Thompson Gallery

## PERSONAL DEVELOPMENT

- Deloitte's Internal Change Accreditation Builder Level Certification 2022
- CCDI Certificate – Foundations of Diversity & Inclusion 2022
- Unconscious Bias Certificate – Microsoft 2020
- Design Thinking Certificate – University of Western Ontario 2020
- Professional Leadership Development Certificate – Goodman School of Business, Brock University 2019
- Lean Six Sigma – Green Belt Certification Course 2018
- Project Management Professional (PMP) Intern – Project Management Institute 2016
- Nominated as a Top 40 Graphic Designer from the Los Angeles Centre for Digital Art Invitational Exhibit 2010

## PROFESSIONAL EXPERIENCE

**Deloitte Canada: Senior Consultant – Culture + Behaviours** 01/2022 – Present

As part of the human capital team, we help build transformation change and guide the users learning journey for our clients. Our goal is to build awareness, drive engagement and create sustainable change in organizations all across the globe. Our work introduces elements of DE&I, the principles of gamification, and cognitive science to the training curriculum we develop and launch.

### Project 1: Senior Consultant – Hamilton Health Sciences

- Planned, designed, and produced new data analytics training curriculum for Hamilton Health Sciences senior leadership teams to leverage Tableau software in their daily operations.
- **Highlight:** Completion of 23 high-impact workflow change management readiness planning projects for Hamilton Health Sciences new Epic implementation.

### Project 2: Senior Change Consultant – Canada Post Corporation Legal Affairs

- Build the change strategy and communication plan for the Canada Post Corporation Legal Affairs team. With this project we developed personas, focus group reports and a comprehensive training program for key stakeholder.

### Project 3: Senior Behaviour Consultant – Deloitte Global – NSE/OneSAP

- Leveraged behavioural science best practices to develop interventions for key stakeholders of SAP mega deals.
- Built a comprehensive behavioural persona for the global delivery team on SAP Mega Deals.
- Worked with workstreams to build a change impact assessment and identify key behavioural triggers to resolve.

## Stradea Design Labs: Change Management Consultant

02/2019 – 01/2022

At Stradea, I guide clients through the use of user-centred design and behavioural science. My work transforms client goals and “wish lists” into trackable gamified digital strategies that grow client and staff engagement.

### Project 1: Business Educator Consultant – Hamilton Health Sciences

- Developed a comprehensive learning curriculum to train staff in new data visualizations tools and concepts.
- **Highlight:** Designed over 60 interactive course modules for senior leaders and the Digital Centre of Excellence.

### Project 2: Digital Transformation Consultant – Capital Hill Group

- Worked with government relations directors to facilitate behavioural science workshops to help leadership identify desired behaviours, adjust their brand strategy, re-design of their website, and proposal development.
- **Highlight:** Averaging over 100k impressions/month, produced over 100 proposals with a close rate of 83%.

### Project 3: Digital Strategist – XpertVR

- Worked with VR eLearning experts to secure academic contracts and develop a behavioural-focused brand position. These efforts included a new immersive and gamified website in addition to enhanced SEO and content strategies.
- **Highlight:** Coached XVR executives in proposal development, reached a \$2Million valuation within 12 months.

## Bank of Montreal: Canadian Lead Digital Strategist

10/2017 – 01/2019

Managed a digital banking portfolio of \$2.5M that launched national campaigns for BMO's first AI chatbot and mobile cheque deposit app. Adopted agile approaches to run experiments leveraging behavioural science to increase adoption.

- **Highlight:** Lead the behavioural science transformation within BMO that tested the hypothesis of engagement through the use of gamification and trigger-based cognitive bias; this increased digital adoption by 335%.

## Proximity Consulting: Team Lead

04/2010 – 07/2017

As a senior change management consultant, I have been exposed to high-profile projects which focused on building solutions that inspired internal change and inclusion. Here are a few examples of key projects during my tenure.

### Project 1: Inclusion & Communications Consultant – Bell Canada

- Worked with Labour Relations to run experiments to gain a deeper understanding of diversity and inclusion challenges staff face in the workplace. From this, we developed campaigns that promoted engagement through diversity.
- **Highlight:** Increased intranet usage by over 600% by restructuring UX/UI designs to optimize for mobile devices.

### Project 2: Change Management Consultant – Hamilton Health Sciences

- Worked with education consultants to develop HHS's “Centre of Excellence” training program.
- **Highlight:** These efforts led to the strategic rebranding of HHS to “Best Care for All.” Our initiatives increased staff engagement and productivity by over 30%. It also launched the strategic roadmap with new branding.

## VRX Studios: Art Director

10/2008 – 03/2010

Managed and trained a results-oriented creative team and lead several major projects that focused on brand awareness, interactive media, and gamification. As a director, I helped mitigate project delays.

### Project 1: Senior Project Manager – Toyota Motor Corporation

- Led a creative team in the design of the 2010 Toyota 3D navigation icon project.
- **Highlight:** Reduced fixed costs by 12% (\$1.2M) and completed project 4 months ahead of schedule.

### Project 2: Creative Director – Hilton Hotels

- Creative lead for the Hilton's “See the World” campaign. This initiative reimaged the Hilton customer experience. Led behavioural workgroups focused on motivations to determine the decision-making factors of patrons.
- **Highlight:** Our efforts launched a lifestyle rebrand for Hilton Hotels, and saw a 15% increase in reservations.

## VOLUNTEER & ADVOCACY

- Autism Speak Canada – Board Member 09/2020 – Present
- Ontario Trillium Foundation (Hamilton) – Grant Review Member 03/2020 – Present
- Harvard Entrepreneur Club – Director of Technology 10/2013 – 05/2015
- Canadian Humanitarian (Mississauga Chapter) – Board Member 01/2013 – 06/2014
- Canadian Youth Business Foundation – Mentor 04/2010 – 09/2011
- Juvenile Diabetes Research Foundation – Council Advisor 06/2009 – 06/2011