

About Bruce

The Headlines

- Journalist at BNN, CBC, and host of workopolis tv.
- Businessperson and marketer - former brand manager at Procter & Gamble.
- Keynote speaker for leading corporations such as Bell Canada, Scotiabank and American Express and associations like the Investment Funds Institute of Canada, and the Canadian Alliance of Business Travel.
- Moderator at events such as Canada's Top 40 under 40 and the World Hedge Funds Summit.
- World traveller, cottager, long distance runner, film fanatic, community volunteer.

The Whole Story

Bruce Sellery knows that highly successful companies and individuals understand the power of personal accountability. He's seen it from both sides.

As a brand manager at Procter & Gamble overseeing a \$60 million business, Bruce was personally accountable for delivering increased market share.

As an experienced business journalist and television anchor, Bruce has interviewed thousands of CEO's, thought leaders, business analysts and authors. Throughout these interviews, it became evident that personal accountability is one of the reoccurring traits consistent among highly successful companies and individuals. During this time, Bruce developed his signature keynote "You're On: Capturing the Power of Personal Accountability".

A recognized expert on the topic of personal accountability, Bruce often speaks at major events, conferences, and awards presentations. He brings his deep commitment to the subject matter, inspiring not only action, but bottom-line change.

He is currently the host of workopolis tv on BNN. The show presents stories that help people deliver on the idea of "Better work. Better life." Recent topics include new approaches to balancing work and home life, team building, transformational leadership, the future of knowledge management, personal productivity, career strategy and integrating foreign-trained professionals.

Prior to his current assignment, Bruce anchored "The Wrap", a key market close program summarizing the day's top stories and covering breaking after-hours news. He also spent three years as New York Bureau Chief where he reported on the U.S. markets from the NASDAQ MarketSite in Times Square.

While reporting on corporate scandals, Bruce was in the courtroom covering the trials of Bernie Ebbers and Martha Stewart. There he witnessed all too clearly what happens when corporate responsibility

and personal accountability are absent. He also realized that personal accountability is not just about mitigating potential risk. It goes well beyond maximizing shareholder value, into the realm of creating a shared culture of accountability that can be a strong positive force in business, in society and in our personal lives.

Before moving into journalism, Bruce worked at Procter & Gamble, leading cross-functional teams to develop brand strategy and increase market share. Taking on a leadership role in corporate training, Bruce headed up the design and rollout of P&G's highly successful Diversity Training programs to 2,000 employees across the country. He also led experiential training in strategy development and team effectiveness.

When Bruce isn't on air or on the podium, he is a dedicated cottager, long distance runner and a devout Toronto Film Festival attendee. He travels extensively, having backpacked throughout Central and South America, Central and Eastern Europe, Asia, Australia and New Zealand. His volunteer interests include the Tri-Adventure for the Stephen Lewis Foundation, the board of the Queen's University Alumni Association, and leading various personal development programs in the community.