

About Bruce

The Headlines

- Journalist: Anchor at CTV's Business News Network, and host of workopolis tv.
- Consultant: Diversity and the Net Generation with Don Tapscott's think tank nGenera Insight.
- Businessperson: Former marketer at Procter & Gamble. Member of the Governor General's Leadership Conference.
- Keynote speaker and moderator.
- 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 marketer at Procter & Gamble leading a \$60 million business, Bruce was personally accountable for delivering increased profit and 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 and producer of workopolis tv on CTV's Business News Network. 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, diversity, transformational leadership, personal productivity, and career strategy.

Bruce was one of the founding staff members of BNN when it launched in September 1999. He has anchored thousands of hours of live programming and spent three years as New York Bureau Chief where he reported on the U.S. markets from the NASDAQ MarketSite in Times Square. More recently, he created the network's Documentary Unit and hosted specials on the Nuclear Energy industry and clothing retailer Lululemon.

As a consultant, he partnered with think tank nGenera Insight on a project that looks at the future of diversity and inclusion in the context of the Net Generation. Don Tapscott, author of the best-selling business book “wikinomics”, is the Chairman of nGenera’s innovation network.

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, 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.