

Anita Nowak PhD

Statement of Personal Objective

To serve values-driven organisations
dedicated to social impact.

Statement of Professional Objective

To scale purposeful empathy worldwide.

Anita in a Few Words

Subject matter expert
on empathy and social entrepreneurship.

Visionary educator
committed to sustainability and social justice.

Earnest champion of people's goals and dreams
and the achievement of their potential.

Successful co-creator of innovative
programs and initiatives.

Outstanding communicator and integrative thinker
who values integrity and inclusivity.

Emotionally intelligent leader
and industrious team player.

Natural-born connector of like-spirited people
and forger of meaningful partnerships for impact.

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Professional Experience

Marcel Desautels Institute for Integrated Management (2019 & 2020)

Academic Associate

<https://www.mcgill.ca/desautels/integrated-management/experiential-learning/student-fellows-program>

Responsible for a competitive Fellowship program, as well as the design and delivery of a highly experiential 6-credit course entitled Managing for Impact. Fellows co-created Impact Initiatives that addressed the UN Sustainable Development Goals within the local context while simultaneously contributing to faculty-led projects.

The Jeanne Sauvé Foundation (2017)

Program and Instructional Design Advisor

<http://jeannesauve.org/>

Responsible for designing the curriculum, learning process and timeline for the *Social Impact Group Capstone (SIGC)* component of the Foundation's *Public Leadership Program*. Created engaging learning activities and compelling content based on the Foundation's goals, the needs of its Fellows and knowledge of pedagogical theories and best practices in instructional design. Developed a complementary *Leadership Encounters* series. Identified subject matter experts to deliver workshops. Facilitated several workshops and creating supporting material/media as appropriate (audio, video, simulations, role plays, games, etc.). Managed day-to-day execution of the SIGC and ensuring that any problems are addressed, escalated when needed, and resolved quickly. Mentored the Fellows throughout the SIGC to ensure that all timelines are being respected and all milestones are being achieved. Developed a robust quality assurance review process. Evaluated in real-time (and adjusting as necessary) the SIGC during its implementation phase.

This resulted in the creation of two initiatives:

<http://cityinclusive.ca/>

www.rudethepodcast.com

Teaching & Learning Services (TLS), McGill University (2014 & 2015)

Director of Operations, Social Learning for Social Impact MOOC (Massive Open Online Course)

<https://www.edx.org/course/social-learning-social-impact-mcgillx-groocx>

- Responsible for charting the project roadmap and managing execution through its complete lifecycle. This included establishing goals and schedules, allocating resources, overseeing end-to-end workflow, reporting on progress, developing public-facing communications, managing a team of interns and 30+ online facilitators and ensuring excellent communication, information-sharing and consultation throughout the project.
- Served as a member of the co-design team, led by Henry Mintzberg. This involved generating new content and developing online activities and group assignments. Collaborated with academics and instructional designers to identify learning objectives and project requirements, provided creative guidance in developing course materials and assessed the course's overall effectiveness.
- Facilitated cross-functional teams to execute the project plan, developed relationships that bridged organisational boundaries at multiple levels. Coordinated efforts with internal units, external groups and third party service-providers.
- Led the entire video production of the course. This included supervising the videography and editing team who shot three multi-cam sessions in a social learning classroom with dozens of participants, coordinating all in-studio videotaping, hosting thirty "fire-side chat" interviews with subject matter experts and developing the course trailer.

The J.W. McConnell Family Foundation (2014)

RECODE Advisor

<http://www.re-code.ca>

- Leveraged subject matter expertise on current and emerging trends in social innovation and social entrepreneurship to offer strategic guidance to the foundation about its multi-million dollar initiative.
- Consulted with key opinion leaders to identify and evaluate strategic opportunities. This included the creation of a national network aimed at advancing systems-level change in Canada through collaboration, knowledge mobilization and storytelling, research and experimentation, the dissemination of competency and capacity-building tools and the staging of social innovation and social entrepreneurship competitions, exchanges and events.
- Collaborated with the internal team, external consultants and third party service-providers to execute on a number of work plans and timelines related to the initiative's launch.

The Social Economy Initiative (SEI), McGill University (2012 – 2013)

Founding Director

www.mcgill.ca/sei

- Responsible for launching the SEI to integrate social entrepreneurship into the Desautels Faculty of Management's teaching, research and outreach activities.
- Guided the design, implementation, evaluation and direction of programs and various activities aimed at increasing awareness and understanding of social entrepreneurship among students, faculty and non-academic personnel within the university as well as a broad range of stakeholders outside the university, including:
 - A Speaker Series
 - An Impact Internship Program
 - The SEI's annual homecoming and flagship event
 - The Social Enterprise track of the Dobson Cup (a business plan competition)
 - The course *Introduction to Social Entrepreneurship & Social Innovation*
- Established and deepened relationships with social entrepreneurs, organisations and institutions outside the university that support and promote social entrepreneurship and developed innovative pan-McGill collaborations. Enlisted a pool of faculty members interested and actively engaged in social entrepreneurship research.
- Mentored dozens of students to achieve impact with their social purpose organisations, including:

<https://aspirefg.com/>

<https://www.thesoularbackpack.com/>

<https://www.voyceglobal.com/>

<https://www.simplyk.io/>

<http://centremagnetique.ca/>

<https://www.chefis.app/>

- Oversaw the communications needs of the SEI, including the website and social media, the management of designer relationships and the creation of an organisational communications plan.
- Established the SEI's reputation and served as an outspoken advocate of social entrepreneurship locally, nationally and internationally.
- Created an operating budget to monitor and maintain the financial health of the SEI and led the SEI's fundraising efforts to enhance its financial sustainability. This included grant-writing, building individual and corporate support and managing funder relationships.
- Recruited, selected, trained, managed and evaluated staff, interns and freelance professionals and led the SEI Leadership Council.

The Study (2007 – 2011)

Director of Advancement & Alumnae Relations

- Developed and implemented ambitious annual fundraising plans for four consecutive years. Results included:
 - Significantly increased the level of invitations to give and raised \$641K in 2007/8, \$1,149K in 2008/9, \$748K in 2009/10 and \$1,205K in 2010/11.
 - Successfully raised \$123K at the school's inaugural golf tournament in 2009 and \$136K in 2010.
 - Strengthened the school's annual giving program with double-digit growth in both participation rates and total dollars raised.
- Wrote the "The World Needs Great Women Endowment Campaign" case for support and assembled a highly motivated campaign cabinet of high net worth individuals.
- Re-launched a planned giving program and developed a "Support-a-Student" case for support.
- Responsible for authoring all major gift proposals and stewardship reports, the foundation's annual report, the Advancement & Alumnae Relations sections of the school's annual newsletter and monthly bulletins.
- Introduced a number of highly successful events including Homecoming, Builder's Reception, Speed-mentoring and "Le Salon" alumnae reunions.
- Managed the budget, operations and human resources for the department.
- Reported directly to The Study School Foundation Board of Trustees and worked closely with The Study School Board of Governors.

Teaching

- **Managing for Impact**, McGill University (2019 & 2020)
- **Leadership**, McGill University (2018 – 2020)
- **Introduction to Social Entrepreneurship & Social Innovation**, McGill University (2012 – 2020)
- **Creative Leadership** (online, graduate level), Minneapolis College of Art and Design (2019)
- **Storytelling and Marketing for Social Change** (online, graduate level), Claremont Lincoln University (2016 & 2017)
- **Action Design for Change** (online, graduate level), Claremont Lincoln University (2016)
- **Fundamentals of Fundraising**, McGill University (2012 – 2014)
- **Introduction to Educational Theory & Practice** (graduate level), McGill University (2012)
- **Communication in Education**, McGill University (2010 & 2011)
- **Media Relations**, McGill University (2007)
- **Media, Technology and Education**, McGill University (2005 – 2007)

Education

Concordia University, Montreal (2012)

- Personal & Professional Coaching Certification

McGill University, Montreal (2011)

- Doctor of Philosophy, Faculty of Education, Department of Integrated Studies
- Nominated for the Association of Non-Profit and Social Economy Research Award for Outstanding Dissertation at the Doctoral Level

Nanyang Technological University, Singapore (2001)

- Master of Communication Studies, School of Communication and Information Studies
- Recipient of the Tuition and Research Scholarship

Concordia University, Montreal (1999)

- Post-graduate Diploma in Communication Studies
- Graduated summa cum laude (GPA: 3.88)

McGill University, Montreal (1997)

- Bachelor of Commerce, Faculty of Management
 - Major in Marketing; Minor in Human Resources Management
 - Graduated with Distinction

Publications

Purposeful Empathy (forthcoming)

Women/Advertising/Representation: Extending Beyond Familiar Paradigms (2009)

An anthology co-edited with Marjan de Bruin and Sue Abel

Published by Hampton Press, USA

Rethinking Media Education: Critical Pedagogy and Identity Politics (2007)

An anthology co-edited with Karen Ross and Sue Abel

Published by Hampton Press, US

Social Impact Engagement

Locally

- Mentor for the McGill chapter of Enactus (currently)
- Mentor for the Desautels Sustainability Network (currently)
- Member of the Breakfast Clubs of Canada Board (2015 – 2019)
- Ambassador of the Climate Reality Project Canada (2015)
- Member of the Canadian Cancer Society Board (Quebec Chapter) (2013 & 2014)
- Member of the Room to Read Montreal Chapter (2013 & 2014)
- Member of the Artistri Sud Advisory Board (2011 & 2012)
- Member of the Association of Fundraising Professionals Board (2006 & 2007)
- Committee member for Media Awareness Network (2006 & 2007)
- Volunteer with Action Réfugiés Montreal (2006)
- Volunteer with Leave Out Violence (LOVE) (2002 & 2003)
- Volunteer with the Montreal Sexual Assault Centre (1997 & 1998)

Internationally

- Volunteer with Tubahumerize, a social enterprise in Kigali, Rwanda that provides trauma counseling and micro-credit loans to survivors of the genocide (2008)
- Volunteer with a sustainable development project in northern Thailand (1999)

Awards & Fellowships

- IWF (International Women's Forum) Fellowship (currently)
- Professor of the Year Award (2014 & 2019)
- Shorefast Foundation Fellowship (2013)
- Jeanne Sauvé Foundation Senior Fellowship (2012 & 2013)
- Quebec Notable Awards for Education (2012)
- Honorary Membership to the Golden Key Society (2012)