

April 25, 2018

**MEDIA RELEASE – Joint Release from Edmonton Metropolitan Region Board and Edmonton Global**

***Malcolm Bruce announced as CEO of Edmonton Global***

*Edmonton* - Edmonton Global is pleased to announce the appointment of Malcolm Bruce as Chief Executive Officer of the corporation.

Currently the CEO of the Edmonton Metropolitan Region Board (EMRB), Mr. Bruce will step into the role of CEO for Edmonton Global on a full time basis starting July 1, 2018. EMRB will immediately begin the process of recruiting for a new CEO to replace Mr. Bruce.

Edmonton Global is a new way of doing business. Mr. Bruce will lead this transformative economic development company that will tap into our regional strengths and networks and seize on the potential of emerging markets.

Mr. Bruce became the CEO of the EMRB in January, 2015. He has overseen the smooth transition of Board membership, leadership and mandate following the new provincial EMRB regulation in 2017. The regulation changed the name of the organization from the previous “Capital Region Board” and reduced the number of municipalities in the Edmonton Region that have positions on the Board from 24 to 13. He has been in the dual roles of CEO for EMRB and Interim CEO of Edmonton Global since Edmonton Global was formed in June 2017.

“We thank Malcolm Bruce for the vision and leadership that he has brought to the Edmonton Metropolitan Region Board since joining as CEO in 2015. He has led us through an exciting and energizing period, defined by the new name and new configuration of our organization in 2017. We will miss his contributions, but are thankful that, as the new CEO of Edmonton Global, he will remain close. Our organizations share a spirit of collaboration and a mutual interest in the best outcomes for this great Region. Although Malcolm’s official last day with us is scheduled for June 30, 2018, we are pleased Malcolm will remain available as a resource as needed for our new CEO. The Board has now begun that CEO recruitment process. EMRB wishes Malcolm the very best for this new mission.”

- *Dr. Jodi Abbott, Chair, Edmonton Metropolitan Region Board*

“We are delighted to welcome Malcolm Bruce to serve as our first CEO at Edmonton Global. He understands the needs, priorities and mission of our organization. The previous three years that he has spent leading the Edmonton Metropolitan Region Board have given him the background in regional collaboration and partnership that are absolutely critical to the success of Edmonton Global as it forms and formally launches later this year. It is our foremost intention to work collaboratively with all regional partners, including municipalities and Economic Development Associations, in building our regional economic development strategy and regional brand.”

- *John Day, Chair, Edmonton Global*

*About the Edmonton Metropolitan Region Board*

The EMRB is the 13-member growth management board of the Edmonton Metropolitan Region, mandated to coordinate responsible long-range growth planning via the Edmonton Metropolitan Region Growth Plan, and to develop a Metropolitan Servicing Plan for the Region.

The Board provides leadership, representing and collaborating in the best interests of the Region, and setting the conditions, strategic priorities and vision for future prosperity. Board members come from the municipalities of the Region with populations of 5000 or more: Five cities: Edmonton, Fort Saskatchewan, Leduc, Spruce Grove, St. Albert. Four towns: Beaumont, Devon, Morinville, Stony Plain. Four counties: Leduc County, Parkland County, Strathcona County, Sturgeon County.

*About Edmonton Global*

Edmonton Global's vision is to strengthen the Edmonton Metropolitan Region's global competitiveness, growth and innovation. The corporation is owned by a Shareholder Group consisting of 15 regional founding municipalities. Edmonton Global is governed by a professional Board of Directors who work and live in the region.

The shareholder municipalities include:

Beaumont, Bon Accord, Devon, Edmonton, Fort Saskatchewan, Gibbons, City of Leduc, Leduc County, Morinville, Parkland County, St. Albert, Spruce Grove, Stony Plain, Strathcona County, Sturgeon County.

*About Malcolm Bruce*

Malcolm Bruce is a 30-year veteran of the Canadian Forces, where he commanded at all levels. His skills in leadership, strategic planning and organizational change have been sought out to support the strategic planning and operations at the 2010 Vancouver Winter Olympics and the 2013 floods in Southern Alberta.

He has been deployed overseas five times, including to Iraq in 2006 where he served as the Strategic Force Planner while on exchange with the British Army and to Afghanistan for a 12 month deployment as the Chief of Advisors for the Afghan ministerial development mission.

He holds a BA in History from the University of Manitoba, two MAs from the Royal Military College of Canada, and the ICD.D designation from the Institute of Corporate Directors. He is a trustee with the Foundation for the Princess Patricia's Canadian Light Infantry and is an active volunteer supporting military families.

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To learn more about Edmonton Global, visit: [www.EdmontonGlobal.ca](http://www.EdmontonGlobal.ca)

To arrange an interview with Malcolm Bruce, contact:

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