

Seana Irvine

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PROFILE

A creative strategist and excellent collaborator with strong analytic, operations and business development experience. A visionary leader, co-developing Evergreen Brick Works, a globally recognized showcase for urban sustainability, adaptive reuse and social enterprise. Currently a PhD student in the Interdisciplinary Social Research Program at Trent University.

PROFESSIONAL EXPERIENCE

Trent University, Peterborough

(Winter 2023)

Course Instructor, Practice and Profession of Geography

- Led 3rd year geography class, overseeing curriculum design, delivering weekly lectures, engaging guest lecturers and course grading.

Centre for Social Innovation, Toronto

(2018-2021)

Chief Operating and Strategy Officer

- Co-leadership of a social enterprise, non-profit organization, overseeing annual \$10M+ budget, leading annual organizational planning, board reporting and HR; provided program development, communications and fundraising oversight.
- Oversaw strategy development and organizational alignment to launch CSI's 'Campaign for the Next Economy', dedicated to creating social and climate venture jobs and accelerating solutions for a more equitable and regenerative economy.

Social Innovation Canada, Toronto

(2020-2021)

Acting Executive Director

- Led the national network secretariat, facilitated collaborative strategy development, helped raise \$3M in funding, developed program and donor relationships and launched new programs to support the investment readiness of social purpose organizations.

Evergreen, Toronto

(1997-2018)

Chief Strategist (2016-2018)

- Led strategy, design, planning approvals, program and interpretive development and a \$20M fundraising campaign to transform a 53,000 sq ft industrial heritage building into the 'Future Cities Centre', one of Canada's first carbon neutral buildings.
- Co-led strategy development and positioning for 'Future Cities Canada', a national network dedicated to creating equitable, carbon neutral cities. Played a key role in securing \$3.85 M from a national philanthropic donor.
- Facilitated a collaborative vision for creating the 200-hectare 'Don River Valley Park'. Co-lead design charrettes, developed community engagement strategies, secured high profile media

exposure, advanced partnerships with the City of Toronto and multiple organizations and wrote campaign strategy that helped raise over \$3.4 M.

Chief Operating Officer (2010-2016)

- Coordinated board, staff and key stakeholders in developing Evergreen's strategic plan, aligning organizational structure, developing KPIs and positioning a growing organization.
- Co-led the organization through rapid growth and change: opened Evergreen Brick Works including 5 new business units, launched multiple new programs, developed facilities management processes and risk management protocols, doubled staff from 80 to 150 and oversaw growth of annual operating budget from \$7 to \$15M.
- Led a cross-functional Management Team in six successful annual operating planning and budgeting processes achieving annual year-over-year growth of approximately 10%. Facilitated development of shared organizational priorities and implemented performance evaluation processes to streamline and clarify departmental and employee alignment.
- Built a strong human resources department and championed inclusion and diversity efforts, achieved staff retention of >95% annually, ensured positive working relationships and an inclusive, harassment-free work environment.

Program Director (1997-2010)

- Developed and led a multi-stakeholder engagement process to inform development of the Evergreen Brick Works campus in tandem with a \$55M capital campaign and construction process. Lead urban sustainability and placemaking program and partnership development. Launched Toronto's largest local farmers market with over 100 vendors contributing over \$2M annually into the local food economy.
- Designed programs, developed partnerships and wrote proposals that raised over \$5M for programs that reached over 1M school children, transformed 4,500 school grounds and 550 public spaces, planted over 500,000 native plants, and engaged hundreds of thousands of volunteers nationwide.
- Led a 10-year international partnership program in Cuba that built a Havana-based organization's capacity to lead environmental education programs across Cuba.

Additional Professional Experience

- Toronto and Region Conservation Authority, Project Coordinator (1996 – '97)
- National Capital Commission, Research Analyst (1996)
- LURA Group, Planning and Consultation Associate (1991-1995)

EDUCATION AND PROFESSIONAL DEVELOPMENT

- PhD Student, Trent University (Interdisciplinary Social Research), 2021- present
- Harvard Kennedy School Executive Education (Global Change Agents) 2018
- U of T, Rotman School of Business (Non-Profit Governance Certificate) 2018
- Masters in Environmental Studies (Planning), York University 1995-97
- Hons. B.A. Environmental & Resource Studies, Trent University (Dean's Honour List)

VOLUNTEERING

- Board Chair (current), The Centre for Social Innovation
 - Student Affiliate, Deindustrialization and the Politics of our Times, Transnational Network
 - Board Member (current), Park People
 - Philanthropy Committee (current), The Canadian Canoe Museum
 - Community volunteer, Friends of Allan Gardens
 - Board Chair (past), Wanapitei Wilderness Centre (wilderness youth canoe tripping)
 - Board Chair (past) The Equality Effect (international human rights)
 - Board Member (past), The Stop Community Food Centre (social justice food security)
 - Board Chair (past) The Sustainability Network (environmental NGO capacity building)
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SELECT SPEAKING ENGAGEMENTS

- Presenter: Developing Evergreen Brick Works (Trent University 2020-23)
 - Presenter: Resiliency & Flood Mitigation: EBW Case Study (Urban Land Institute 2017)
 - Presenter: GTA Resiliency Strategy (Dutch Consulate Urban Resiliency Forum 2015)
 - Presenter: Sustainable Design & Adaptive Reuse (Fed. of Canadian Municipalities 2014)
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SELECT PUBLICATIONS

Strategy Documents

- *Introducing Social Innovation Canada: Building the Ecosystem to Align for Action* (November 2018).
- *Findings from the Field (September 2017 – June 2018): Engaging the Social Innovation Ecosystem* (June 2018).
- *Future Cities Centre Interpretive Plan: Connecting Past, Present and Future City Building*. (January 2018). Seana Irvine, Julie Bowen and Aylin Doyle.
- *The Don River Valley Park: Imagine the Possible* (June 2015).

Case Studies

- O'Sourdien, Denise and Irvine, Seana (ed). *CSI Impact Report 2012-2022: A Decade of Building Community Wealth in Regent Park* (November 2022). Publisher: Centre for Social Innovation.
- *Evergreen Brick Works: An Innovation and Sustainability Case Study*. (July 2012) Publisher: Technology-Enabled Management Review.
- Irvine, Seana and Erin Elliott. *Transformation: The Story of Creating Evergreen Brick Works*. (2011). Publisher: Evergreen (Toronto).
- Seana Irvine, Lorraine Johnson and Kim Peters. *Community Gardens and Sustainable Land Use Planning: A Case-Study of the Alex Wilson Community Garden*. (1997). Publisher: Local Environments Journal.