



Bruce Leslie is the Vice President, Trade and Investment Attraction, at Calgary Economic Development. Prior to joining CED, Bruce was the Executive Director, Western Canada for the Conference Board of Canada, leading business development and brand expansion of the Conference Board in the four western provinces.

Bruce has spent most of his career in the media and communications sectors across Canada, starting as a broadcast journalist at CBC to senior corporate positions at Canwest Global Communications, the Winnipeg Free Press and the Toronto Star Media Group. Throughout his career he has provided leadership, strategic counsel and execution within complex organizations, providing business development, marketing, communications, government and investor relations leadership; as well as innovative and effective public and community relations, advancement and philanthropy.

Between 1998 and 2010, Bruce was senior corporate affairs executive with Canwest Global Communications Corp., at the time Canada's largest media company. At Canwest, Bruce oversaw communications and public relations strategy, brand development, and investor relation activities for the Company and its subsidiaries in seven countries around the world.

Bruce also has experience in both the agency world, and in the oil and gas sector working with industry leaders such as GPC Communications and TransCanada as well as Vice President, Marketing at the Winnipeg Free Press, where in a short period he won national and international awards for innovation in digital products, brand development and overall marketing.

Bruce also recognizes the importance of giving back to the community and is serving or has served on a number of national, regional and local boards of not-for-profit and community organizations, notably in the performing arts and cultural sectors, including SAIT, The Royal Manitoba Theatre Centre and the National Screen Institute.