

RESUME

COLIN MASSON

1. PERSONAL DATA:

Canadian citizen.

Phone: (250) 756-7351 Office

2. EDUCATION:

University of British Columbia. Bachelor of Science, Zoology Honors Degree, 1977.

Honors Thesis completed under the direction of Dr. J. D. McPhail, on “ The Effects of Density on the Growth of Salmonid Fry”.

At university I directed my studies to include a range of topics related to fisheries science and applied ecology.

Attended high school at St. George’s School in Vancouver, BC. Graduated in 1972.

3. WORK EXPERINCE. Department of Fisheries and Oceans.

♦ 2007 – present PICFI Enhanced Accountability, Element Lead

This is primarily a program management role responsible for the planning and implementing of this element of the 5 year Pacific Integrated Commercial Fisheries Initiative (PICFI). While this requires the usual suite of resource and human management activities, it also provides a unique opportunity to integrate comprehensive and strategic improvements to catch monitoring, compliance and traceability through transformative projects related to the development of tools, methodologies, systems, standards and the related resolution of accountability issues. Annual PICFI EA resources approximately \$2.4 M and 7 positions.

♦ Oct 2006 - present Regional Advisor, Improved Fisheries Monitoring and Catch Reporting.

♦ Sept 2003 – Oct 2006 Advisor to the Regional Director General

This role focused on several specific assignments:

- supported the development of the Wild Salmon Policy
- Co-Lead to the Pacific Business Strategy Implementation Team
- Drafted the Pacific Region Implementation Plan (5 Year Strategic Plan), under direction of Regional Steering Committee.

- Lead the development and implementation of a regional strategy to improve the monitoring of fisheries and reporting of catch data.

♦ **March 2002 – Sept 2003 Acting Area Director , Lower Fraser Area.**

Reporting to the Regional Director General, coordinated and managed the integrated delivery of operations in the LFA, in support of national and regional priorities.

Associated responsibilities included: lead for human resource management and organizational health within the area; communications both internally and with the public, stakeholders and media; leading collaboration and partnerships with various levels of governments and NGOs; Director on Fraser Basin Council; Lead negotiations with First Nations to support productive relationships and the treaty negotiation process and address critical conflicts. Active participation in and support to the Regional Management team.

♦ **June 2001 - March 2002 Associate Area Director, Lower Fraser Area**

Reporting to the Regional Director General, worked collaboratively with and assisted the Lower Fraser Area Director to address a variety of critical issues and area priorities.

Acted for the Area Director during his extended absence and specifically responsible for improving Departmental integration at the watershed level and for fostering a more supportive and positive working culture in the Area.

♦ **Jan 2001 - May 2001 Acting Area Director, Central Coast Area**

Reporting to the Regional Director General, I was assigned to act during the incumbent's maternity leave. As the Area was only recently established, I supported the transformation of a new conceptual approach into an organization which demonstrated an integrated approach to program delivery, proactive client services and active teamwork at all levels.

♦ **Feb 1999 – Jan 2001 Advisor, Integrated Management - Oceans.**

Reporting to the Regional Director, Oceans, provided strategic advice to Oceans Director and area staff on approaches to operationalize the Oceans Act. Specifically focused on the collaborative development and implementation of operational policy and processes for Integrated Management and Marine Protected Area initiatives under the Oceans Act. Co-chaired (with a provincial counterpart) the Pacific MPA Working Group. Represented the Pacific Region on various national Oceans Working Groups.

Assisted in the development of a negotiating strategy and in the subsequent negotiations for the Terms of Reference for the West Coast Vancouver Island Aquatic Management Board (WCVI-AMB).

♦ **Feb 1998 – Feb 1999. A./Director Client Relations, Fisheries Management .**

Reporting to the Regional Director, Operation Branch this new position provided a focal point for policy advice to senior management on client services, consultation processes, partnerships and decision-making for Operation Branch. Responsibilities also included the planning for and delivery of the Pacific Fishery Licencing Program.

♦ **Aug 92 – Feb 98.**

Manager, Aboriginal Fisheries, South Coast

Provided overall direction, leadership and accountability for addressing operational aboriginal issues (non-Treaty) in the South Coast area. Responsibilities included the establishment and management of a team to work with Departmental staff to conduct associated consultations and to negotiate Aboriginal Fisheries Agreements and Communal Licences with First Nations throughout the South Coast Area. Responsible for developing collaborative working relationships with all DFO sectors with respect to addressing Departmental mandate and the generation of innovative approaches to resolving aboriginal issues.

♦ **June 92 – Aug 92.** **Native Fisheries Coordinator, South Coast.**

Prior to the Aboriginal Fisheries Program, this role addressed specific contentious aboriginal fishing issues and assisted the Area Director in implementing solutions.

♦ **Aug 90 – May 92.** **Secondment – Cooperative Fisheries Management, Advisor/Manager.**

Provided policy and program advice on cooperative fisheries management programming, based on previous experience working with First Nations in DFO's Salmonid Enhancement Program. Assisted with drafting of Treasury Board Submission and subsequently managed Cooperative Fisheries Management Program. This regional program had a total budget of \$18M over eighteen-month period.

♦ **Apr 89 – Aug 90** **Head, Community Involvement Unit, S.E.P.**

Having been involved in the conceptual design of the Unit, integrating S.E.P.'s Public Involvement and Community Economic Development programs, I managed the transition and ongoing implementation. The unit continued to foster and support active partnerships with the public of BC in the enhancement and stewardship of salmonid resources. At that time, the work was carried out by fifteen decentralized Community Advisors and various professional consultants who were responsible for supporting a wide range of public clients including; volunteers, First Nations, community organizations, fish and game associations, corporations and other private sector interests, teachers and educational institutions, etc. Accountable program resources included annual operational budgets of \$5.7M and 18 FTEs.

♦ **Feb 86 – March 89** **Head, Community Economic Development Program (CEDP), SEP**

Managed program within allocated resources to attain the best mix of both government and community benefits from the implementation of 28 contracted salmonid enhancement projects. The program targeted on native communities where long-term relationships, appropriate training, project planning and subsequent accountability ensured program growth in credibility and success.

-Fostered process of "Project Planning Teams", involving various DFO technical staff and community representatives.

♦ **Apr 84 – July 84** **NHQ (Ottawa) Secondment, Pacific & Freshwater Fish.**

Supported national response to Pacific fisheries issues.

♦ **Sept 83 – Feb. 86**

Project Coordinator, C.E.D.P., S.E.P.

With various assignments throughout BC, responsible for the collaborative planning and support to C.E.D.P. community enhancement contracts (QCI, Skeena, Upper Fraser, Central Coast, N. Vanc Island, Lower Fraser).

♦ **Apr 82 – Aug 83**

Head, S.E.P. Job Creation.

Established and managed short term program (with over 25 staff and annual operating budget of \$4.5M) to mesh immediate government priority of generating meaningful employment with existing S.E.P. objectives.

♦ **Apr 81 – Mar 82**

Project Coordinator, Community Economic Development Unit (C.E.D.P.), S.E.P.

♦ **Sep 78 – Mar 81**

S.E.P. Technical Advisor

Provided biological, technical and managerial training to North Coast Indian Bands.

4. **Volunteer Activities.**

♦ **2004-present.**

Founding member and current V.

President Gabriola Land and Trails Trust

A founding member and ongoing Director of GaLTT. Provided leadership and support to development of organization mandate, constitution, structure, strategic direction, priorities, and action plan for Board and membership. The community organization has had good early success with annual membership of 200 and accumulated funds of over \$40K.

5. **Other Interests.**

Eco-tourism:

President of Baja Kayak Adventures Ltd. our family owned/operated business.

Outdoor activities and lifestyle

Sailing/cruising - BC and offshore / rowing /hiking
Boat maintenance/restoration

Creative outlets:

Driftwood furniture, wood carving, personal writing

References available on request.

