

ALEXANDER BAUER

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SENIOR AQUACULTURE DIRECTOR**Visionary Leadership ♦ Government Relations ♦ Strategic Partnerships**

A seasoned general manager with 20 years' experience and proven achievements in aquaculture farm management and board directorships. Excellent reputation within the industry and government circles acquired by leading high-profile appointments with objectivity, integrity, and sensitivity. Proficiency in the full scope of livestock production, processing, and marketing with a career-long record of combining innovation with teamwork to create operational excellence. A confident spokesperson and influential negotiator with the ability to connect with people of diverse backgrounds and levels of authority. Extensive experience developing mutually beneficial relations with the First Nations Communities. Willing to travel.

Areas of Expertise:

- | | | |
|------------------------------|------------------------------|---------------------------|
| ♦ Entrepreneurial Leadership | ♦ Profit & Loss Management | ♦ Business Development |
| ♦ High-level Negotiation | ♦ Leadership & Team Building | ♦ Alliance Development |
| ♦ Consensus Building | ♦ Efficiency Improvement | ♦ Relationship Management |
| ♦ Policy Development | ♦ Global Best Practices | ♦ Emerging Markets |

****Recipient of Achievement Award for Long-Term Recognition from the Aquaculture Awareness Club****

CAREER HIGHLIGHTS

- ♦ **Nurtured long-term constructive relationships with provincial and federal government** leaders and various environmental related non-government organizations in BC.
- ♦ **Participated in the development of various regulations related to aquaculture**, including the current BC Salmon Aquaculture Waste Regulations and the Escape Prevention Regulations.
- ♦ **Played a significant role in lifting the moratorium on new salmon aquaculture sites** in BC, as the President of the BC Salmon Farmers Network (BCSFN).
- ♦ **Reached out to coastal First Nations to improve relations**, create dialogue, and develop business opportunities, resulting in a reduction of the unemployment rate by 50% in some communities.
- ♦ **Developed the current Best Management Practices and Code of Practice** for Salmon Aquaculture Operations in BC as a key member of the development team.

PROFESSIONAL EXPERIENCE**ABC Consulting Ltd., Campbell River, BC****2011-present**

Independent firm providing consultative services to the government and aquaculture industry.

President & General Manager

Acting consultant responsible for providing leadership and advice to a variety of federal government and private clients. Responsible to develop client relations, establish contracts, undertake work, write reports, and hire subcontractors as required. Full P&L accountability.

- ♦ Researched and developed a report for regulatory reform for the Federal Government; recommendations were adopted by the Department of Fisheries and Oceans in Ottawa.
- ♦ Advised a BC fishing company in the negotiation of a multi-million-dollar service contract with a major aquaculture organization in Canada.
- ♦ Provided consultative advice to an aquaculture company, identifying suitable areas for the expansion of their existing business.
- ♦ Initiated a customized training program and curriculum for a local college to prepare coastal First Nation students embarking on a career in aquaculture.

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"Throughout the time that we worked together, I was truly impressed with Alexander's collaborative style, patience, and commitment to sustainability – he certainly served the interests of the aquaculture industry well."

-Robert Hatch, Director General, Department of Fisheries and Oceans

PROFESSIONAL EXPERIENCE (CONTINUED)

XYZ Company, Campbell River, BC

2008-2011

North America's leading marketer of Atlantic Salmon, a subsidiary of the \$50 billion Agrishare Conglomerate.

Manager of Strategic Development (2009-2011)

Responsible for the strategic development and business growth in three geographical regions within BC. Accountable to participate in the development of budgets.

- ◆ Gained the respect of top management within the parent company by developing highly effective policies, procedures, and business strategies.

Fresh Water Manager (2008-2009)

Responsible for overseeing the Fresh Water Division with 5 hatcheries and 55 employees. Accountable to achieve a \$17 million budget. Responsibilities include directing managers of the production facilities, ensuring that strategic goals are met, interacting with customers, negotiating contracts, and developing business.

- ◆ Redesigned production procedures and methodology, ensured access to appropriate resources for employees, and negotiated contracts to achieve targets.

Previous Positions Held

- ◆ ABC Farms Ltd. President and General Manager (2004-2008)
- ◆ XYZ Farms Ltd., President and General Manager (1994-2003)

PROFESSIONAL AFFILIATIONS & BOARD APPOINTMENTS

BC Salmon Farmers Network (BCSFN)

1996-present

- ◆ Director (1992-present)
- ◆ President (2002-2004)

Aquaculture Research & Expansion Program (AREP)

2009-present

- ◆ Member, Pacific Steering Committee (2005-present)
- ◆ Member, National Steering Committee (2005-2008)

International Salmon Farmers Commission (ISFC)

2002-2011

- ◆ Representative for Western Canada

Salmon Aquaculture Advisory Board (SAAB)

2008-2010

- ◆ Committee Member

Coastal Economic Development Association (CEDA)

2006-2009

- ◆ Active Member

FORMAL EDUCATION

Government Forestry College, Steinkjer, Norway

2-year Forestry College Degree

"Alexander Bauer has done an excellent job representing BCFSN. I have enjoyed our work together to help advance the industry."

- Roberta Fish - Assistant Deputy Minister, BC Services