



Bruce Good
Executive Director
Conference Board of Canada

Bruce is an innovative, high-energy executive who brings top leadership skills and creativity to the Conference Board. He joined the Conference Board of Canada in January 2012, having worked for Canada's Research-Based Pharmaceutical Companies (Rx&D) for three years as the vice president of Stakeholders & Partnerships. There he was responsible for maintaining positive relationships with key healthcare and economic stakeholders across the country.

Prior to Rx&D, Bruce resided in Montreal and worked with IMS Health, the world's health authority on data analysis and disease states, where he was the President and General Manager for Canada for 5 years.

His leadership credentials are truly impressive, with 20 years of executive level experience in sales, service and communications, contributing to several well-known companies, including Rogers, IBM Canada, Nortel and Bell Canada.

In addition to his extensive private sector background, Bruce has also been involved with several not-for-profit Boards including the United Way, The Arthritis Society – Quebec Region, the Juvenile Diabetes Research Foundation, and the YWCA. He earned a Bachelors degree from McMaster University and is also a Lakefield College School Alumni.