



## Get to know University Councillor Doug Bruce, Sc'81, MBA'01:



BSc(Eng)'85, MBA'01 Edinburgh School of Business, UK. Elected University Council representative to the Board of Trustees. Chair of the Program Committee and past member of the Executive Committee. As a co-founder of a software company, Doug is directly involved with all aspects of the business; legal, financial, HR, sales, and marketing. His goal is to leverage this broad background to make a strong contribution to the many issues facing Queen's. Elected by the University Council to the Board of Trustees - current term to 2021. Current term on University Council to 2023.

### 1. Why did you select Queen's University?

I was looking for a strong Engineering School and one that was definitely NOT in Toronto. I lived in Toronto and commuting to school daily was not very appealing given how much of the university experience you give up. Both of my parents went to Queen's so I'm sure that also had an influence.

### 2. Most memorable moment as a student?

Well that's impossible to answer ... too many to choose from. Science Formal, Frosh week, Golden Words Press Nights, Residence Life, Football games, etc., etc., etc.

### 3. What is your job?

I am the Vice President and co-founder of a software company in Ottawa called Embedded Access inc. We specialize in software that is used on computer chips for just about any application such as medical devices, factory automation, consumer goods, etc.

### 4. What's the best career advice you've ever received?

That came by way of example from a manager who wasn't fully up to speed on the technology but needed to get the team past a technical roadblock. He'd start asking hardware and software people innocent sounding questions about the functionality of their component, what information it is expecting, what information it is getting, why did they think it wasn't getting the information it needed, etc., and eventually it would lead to conversations in the group that pinpointed the suspect reason. The lesson then is that you don't have to know where a solution is going to come from, you just need to engage the right people and start the conversation.

### 5. What's the career highlight you're most proud of?

Launching my own business and seeing it grow. It's not for the faint of heart, but it's a very challenging and exhilarating experience.

**6. How do you spend your free time?**

Well under the COVID situation that's a bit different, and with work, Queen's, and household responsibilities there doesn't feel like there is a whole lot of free time. We live at the very western part of Ottawa 1 block from the TransCanada Trail so in the mornings and weekends I'm often on the trail for a run or bike ride passing by ponds, beaver dams, endless forest. Last fall and winter I was training for the 2020 Boston Marathon. The race is generally in April, but it was cancelled this year of course. They changed it to a 'virtual' marathon in September, meaning that you run the distance on your own and report your time, so I recently completed that. It was a lot of work for a T shirt and medal, but I was trained up, so I gave it a go.

**7. What motivated you to stand for election for University Council?**

Our son was in grade 12 and was likely heading to Queen's when I had to submit for the election. I was interested in re-engaging with Queen's and thought that it would be a good idea to be on council for the 4 years that he was studying at Queen's. He graduated 2 ½ years ago and I'm still here! I liked it so much I decided to run for a second term on Council 😊

**8. What are some of your most memorable milestones/accomplishments as a Councillor?**

This is my second year chairing the Program Committee and my 4<sup>th</sup> year being on the Program Committee. Being part of the team that selects a theme and the program for the AGM has been quite rewarding, especially when you see it all come together in November.

**9. Your aspirations for being on University Council?**

Really just to serve Queen's as best as I can. It has been quite gratifying to contribute both on Council and as a member of the Board of Trustees.

**10. Do you have any words of wisdom for incoming Councillors?**

Like everything else you get out of it what you put into it. If you really want to serve the Queen's community, consider getting involved with committee work and embracing your ambassadorial role when you represent Queen's to classmates and local Alumni Branch events.

**11. Anything else you would like to add/highlight?**

Looking forward to a great AGM in November!

Connect with [Doug](#) on 

