

# Shawn Poland

Associate Vice President, College Advancement at Cambrian College  
Sudbury, ON, CA

Shawn Poland is a senior administrator who specializes in change management, client relations, fundraising and communications.

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## Description

Shawn is the Associate Vice President College Advancement at Cambrian College. In this role, Shawn leads the College's marketing, communications, digital, alumni and philanthropic portfolios. As a member of Cambrian's senior leadership team, Shawn is engaged in the delivery of the College's new strategic plan and along with senior colleagues is also leading a modern internal change process that will see Cambrian College as a leading Canadian post-secondary institution adjust, adapt and succeed well into the future. In his previous role as Executive Director of the Cambrian Foundation, Poland ensured a student-centred fundraising focus, spearheaded the Foundation's first Strategic Plan and Performance Scorecard. Shawn was also instrumental in securing the College's largest philanthropic gifts – a \$2.5M contribution from Vale to support the creation of a state-of-the-art mobile skilled trades training trailer, as well as a \$2M gift leading to the creation of the Glencore Centre for Innovation.

Prior to joining the Cambrian Foundation, Poland held several positions, which added to his experience in the broad advancement model. These included the position of business development officer for the Greater Sudbury Development Corporation, where he was instrumental in the development of the Greater Sudbury re-branding initiative – "My Sudbury, My Passion" and as marketing director for Cinefest Sudbury, where he played a key role in rebranding the festival, media relations, promotion, and fundraising.

Poland has been involved in a number of local and provincial committees and causes, including the Canadian Unity Council, the Ontario College Committee on Advancement, the Laurentian University Alumni Association where he served as President, the Laurentian University Board of Governors, and the Art Gallery of Sudbury. Shawn is regarded a leader in marketing, change management and strategic planning.

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## Industry Expertise

Fund-Raising, Education/Learning, Advertising/Marketing, Non-Profit/Charitable

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## Topics

Integrated Marketing, Broad Advancement Model, Business Development, Change Communication, Strategic & Business Planning, Economic Development

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## Affiliations

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## Education

**University of Waterloo**  
Degree Professional Writing

**Laurentian University/Universit  Laurentienne**  
MA Humanities

**Saint Mary's University of Minnesota**  
MA Philanthropy and Development

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## **Accomplishments**

**40 Under Forty**  
40 Under Forty 2008 Award Recipient in Sudbury

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