
Darlene Kruesel Hyde, MBA, ICD.D, ACCUD, APR, CAE,
CRAE, CCD

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PROFILE: A senior executive with over 30 years of experience across Canada at the executive and senior management levels in the public and private sectors, including real estate associations, automotive retail, insurance, telecommunications, energy, commercial real estate development, and manufacturing. Wide-ranging governance experience including financial services, not for profit organizations, regulatory agencies, and administrative tribunals in the automotive retail and insurance sectors. Skills and interests focused primarily on helping organizations improve their governance and leadership practices, the building of external relationships (government, business, stakeholder, donor, member, media and customer relations), and the creation of a powerful and strategic organizational identity and presence.

INDEPENDENT DIRECTOR: CAREER HISTORY

- **Westminster Savings Credit Union Board of Directors** (April 2008 – January 2020); Chair (elected May 2017 - 2018) Vice-Chair (May 2012 -2017) ; Chair, Investment and Loan Committee (May 2011- 2015) ; Member, Mercado Capital Corporation Board of Directors (May 2008-2010); Vice-Chair, Westminster Savings Foundation (September 08- January 2020); Member, WSCU Governance and Conduct Review Committee (May 2008-present); Chair, WSCU Nominations Committee (2009, 2010); Member, WSCU Human Resource Committee (May, 2008 – January 2020); Member, Audit and Risk Committee (2016- January 2020). Member of the Joint Merger Team and Nominations Committee for Newco (2018- January 2020).
- **Trustee, British Columbia Motor Dealer Customer Compensation Fund** (March 2009 - 2018); **Vice-Chair** (September 2010 -2015); **Chair** (April 2015- 2018); public at large member
- **Insurance Council of British Columbia Board member** (Order In Council November 2010 – December 2014; reconfirmed to December 31, 2021); public at large member; second vice chair (June 2017- 2018); first vice-chair (June 2018- 2020); member of the search committee for new CEO/ED (March-July 2017); Chair, Audit and Finance Committee (June 2017- 2018); Chair (2020-)
- **Stabilization Central Credit Union**, board member, April 2017 -; chair of Audit and Risk Committee (June 2017 -2018); chair of Nominations Committee (June 2017-2019); Independent Board Member and Chair, Governance committee (April 2019 -).

COMMUNITY SERVICE AND NOT FOR PROFIT BOARD EXPERIENCE

- **Member, Land Title and Survey Authority, Stakeholder Advisory Committee** (2019 -)
- **Chair, Douglas College Foundation Board** (June 2013 – June 2017); **Vice-Chair** (2010 - 2013); **Past Chair** (June 2017 - 2018)
- **Member, Canadian Real Estate Association, Federal Affairs Committee** (June 2019-)
- **Member, Hope Air Board of Directors** (April 2010 - March 2011)
- **Member, Eagle Ridge Hospital Foundation Board** (June 2006 – June 2008)
- **Chair, Board of Directors, Justice Institute Foundation of BC** (2003); Vice-Chair (2001-2003)
- **Vice-Chair, Board of Directors, Traffic Injury Research Foundation, Ottawa** (2000-2002)
- **Member, Insurance Corporation of BC Independent Advisory Committee** (2003)
- **Member, Vancouver Board of Trade Economic Development Committee** (2001-2003)
- **Mentor, Vancouver Board of Trade Leaders of Tomorrow Program** (2002-2003)
- **Campaign Cabinet, United Way of the Lower Mainland** (1997-1999)
- **Chair, Advisory Board, Royal Roads University** (1997-2000)
- **Co-Chair, External Advisory Board, SFU Faculty of Business Administration** (1999-2002)
- **Chair, Conference Board of Canada’s Council of Public Affairs Executives** (1999-2000)
- **Member, Conference Board of Canada’s Canadian Centre for Business in the Community** (1995-2001)
- **Member, BC Minister of Health Advisory Committee on Injury Prevention** (1995-1998)
- **Member, Founding Board, Canadian Council for Public Affairs Advancement** (1994-1998)
- **Member, Board of Directors, Canada Safety Council, Ottawa** (1996)

- **Member, Consumers Association of Canada (1995-1998)**

EXECUTIVE AND SENIOR MANAGEMENT EXPERIENCE

- **Chief Executive Officer, BC Real Estate Association, Vancouver (www.bcrea.bc.ca):** January 2018 to present; responsible for the leadership of this organization, dedicated to advocacy, government relations, education, and provision of other services to the REALTORS of British Columbia
- **Executive Director, Commercial Real Estate Development Association, Vancouver;** (NAIOP Vancouver); 2010-2018; responsible for overall administration of the association and the delivery of education, advocacy and networking programs to members.
- **Executive Director, BC Association of Medical Radiation Technologists, Vancouver;** 2009 – 2017; responsible for delivery of member-oriented programs and negotiations with the BC Ministry of Health on self-regulation of medical diagnostic and therapeutic technologists.
- **Principal, The Osborne Group, Vancouver;** 2006-2009; interim executive placements.
- **General Manager, Open Road Auto Group, Vancouver;** 2004-2006; responsible for the general management of several auto dealerships.
- **Executive Vice President, BC Auto Dealers Association, Vancouver;** 2002-2003; responsible for liaison with the Provincial Solicitor General's office regarding self-regulation of the motor dealer industry in BC.
- **Senior Vice President, Corporate and Government Relations, Insurance Corporation of BC, Vancouver;** 1994-2002; responsible for partnerships with the Attorney General's Ministry regarding the implementation of large-scale road safety interventions in BC.
- **Manager, Corporate Communications, TransAlta Utilities Corporation, Calgary;** 1988-1993; responsible for province-wide communications and branding to a number of publics in Alberta.
- **Director, Corporate Affairs, Newfoundland and Labrador Housing Corporation, St. John's, NF;** 1983-1988; responsible for policy development and briefing of senior politicians and officials.
- **Manager, Public Relations and Advertising, Newtel, St. John's, NF;** 1976-1981; responsible for the establishment of an investor relations capability at Newtel.
- **Manager, Investor Relations, Bell Canada, Montreal;** 1974-1976; responsible for investor communications programs at Bell Canada; participated in listing exercises on international stock exchanges.

AWARDS AND ACCREDITATIONS

2020	Business in Vancouver CEO of the Year Award, Not for Profit Sector
2020	Graduate, CUES Governance Leadership Institute, CCD
2010	Accredited Canadian Credit Union Director (ACCUD) designation, Credit Union Director Achievement Program and Dalhousie University
2009	Directors Education Program, Simon Fraser University and ICD.D designation from the Institute of Corporate Directors
1980 – 1982	Master of Business Administration Memorial University of Newfoundland, St. John's, Newfoundland. <i>Faculty of Business Advisory Board Award for Academic Excellence.</i>
1965 – 1969	Bachelor of Arts, Honours English. McGill University. <i>General Motors Scholar.</i>

Professional Designations

- *APR (Canadian Public Relations Association) accreditation, 1976*
- *CAE (Certified Association Executive) designation; 2012*
- *ICD.D (Institute of Corporate Directors), 2009*
- *ACCUD (Accredited Canadian Credit Union Director), 2010*
- *CRAE (Canadian Real Estate Executive). 2019*
- *CCD (Credit Union Executive Services) 2020*

CURRENT AND PAST PROFESSIONAL MEMBERSHIPS

Union Club of British Columbia, Greater Vancouver Board of Trade, TriCities Chamber of Commerce, BC Business Coalition, Institute of Corporate Directors, The Laurier Institution, Canadian Public Relations Society, Urban Land Institute, American Marketing Association, BC Chapter, Canadian Society of Association Executives, Consumers Association of BC (BC Branch), Association of Professional Fundraisers, Port Moody Rotary Club, BC Business Council, Business Caucus, International Women's Forum.

Personal Interests: Performing Arts: Opera and Live Theatre, Golf, Travel, Hiking.

