

Malcolm Ashford – Bio

For thirteen years Malcolm was the President and CEO of the non-profit Pacific Rim Institute of Tourism [PRIT] located in Vancouver. Under his leadership, PRIT was responsible for the development of relevant, industry validated “core” curriculum in tourism programming in secondary schools, colleges and universities across the province. PRIT developed and implemented leading-edge “workplace based” training initiatives at all levels, including competency based National Occupational Standards and National Occupational Certification. He implemented the first ever Tourism Career Awareness Program in Canada that actually defined tourism in an understandable way.

As CEO of PRIT, Malcolm provided leadership, guidance and support to a volunteer Board of Directors representing industry, labour, government and the education community. He was the lead designer of the BC Tourism Learning System, a unique and innovative HR architecture.

He was appointed by the BC Business Council and CFIB to represent small business on the former BC Labour Force Development Board and on the Ministerial Task Force that developed and implemented the original model for the Industry Training and Apprenticeship Commission [ITAC].

He was one of the founding Directors of the Canadian Tourism Human Resource Council [CTHRC]. This Council is a national organization, based in Ottawa, responsible for tourism human resource development across all provinces and territories. Portability of skills and certification, credential recognition and prior learning assessment were underpinning principles for this HR Council.

Malcolm also has considerable experience with customer and member service and association management. For three years he worked as Vice President of the Customer Service Excellence Corporation [CSEC] and established their Vancouver office. CSEC specialized in customer service excellence training programs for all levels of management, employees and volunteers. CSEC designed a customized customer service training program for the **Health Care sector**. Malcolm spent several years as a Histological Technologist in the Pathology Laboratory at Jubilee Hospital in Victoria.

Malcolm is a former veteran National Hockey League referee and has owned and operated several small businesses. He also served as Executive Director of the Delta Chamber of Commerce. He is a graduate of the Faculty of Commerce and Business Administration at UBC.

Malcolm was appointed as the Executive Director of the BC Society of Laboratory Science [BCSLS] in May of 2007. The BCSLS is a professional society representing 1,400 Med Lab Technologists and Assistants across B.C.