

The Professional Development Institute
Life Sciences, Management Consulting & Advanced Skills Training
R&D, Architects of Harvard University Global System & Management Road Maps
Toll Free: 1-800-Harvard (427-8273), +1 (819) 772-7777 (Local in Ottawa, Canada)



Dr. Norman G. Willis
Managing Partner
Research & Life Sciences

Dr. Willis is a distinguished scientist and a leading international authority in the prevention, eradication and control of animal diseases. He is Honorary President (lifetime) of the World Health Organization for Animal Health (OIE or Office International des Epizooties) in Paris (France) after serving as Vice President and President for one full term. Dr. Willis is the only North American to serve as president since the foundation of OIE in 1924. In 2006, he led and managed a team to envision the future of academic veterinary medicine for the Association of American Veterinary Medicine Colleges, which includes schools in the U.S., Canada and off-shore colleges in the U.K., the Netherlands and New Zealand, among others.

Dr. Willis directed the design and construction of Canada's first and only maximum bio-containment laboratory. He held a joint appointment with Health Canada and the Canadian Food Inspection Agency as Executive Director of the Canadian Science Centre for Human and Animal Health. He was also Director General - Animal and Plant Health Directorate, Food Production and Inspection Branch in the Department of Agriculture and Agri-Food Canada where he was responsible for eight animal pathology and plant protection laboratories and the national animal health and plant protection programs. As Senior Technical Advisor to the Canadian Minister of Agriculture and Agri-food for BSE in Asia, Dr. Willis played an instrumental role in helping resolve agricultural trade issues between Canada, Japan, China and other Pacific Rim countries. He was also Program Consultant for the construction of United States Department of Agriculture (USDA) BSL-03 Animal Facility at Ames (Iowa); and Consultant managing an international working group for the development of alternatives to animal disposal.

Dr. Willis holds a Doctorate of Veterinary Medicine from Ontario Veterinary College, a Diploma in Bacteriology from the School of Hygiene, University of Toronto, and a PhD in Virology from the School of Hygiene, University of Toronto. He was a Member of the Executive Committee, United States Animal Health Association; and the Chairperson of the International Working Group on Animal Disposal Alternatives (IWADA). He also served as Senior Statesman evaluating the International Forum on the International Aspects of Accidental Release or Deliberate Use of Biological Agents Affecting Food and Agriculture hosted by Texas A&M University System's Integrative Center for Homeland Security. In May 2007, Dr. Willis was awarded the Gold Medal for Meritorious Service (Médaille D'Or) at the 75th general session of the OIE held in Paris. He is the first Canadian to receive such an award.

Dr. Norman G. Willis

EXPERTISE

- **General Areas:** Governance and strategy development and implementation, change management, program and policy evaluation, performance management
- **Specialized Areas:** International animal health and veterinary medicine – livestock virus diseases foreign to Canada

EDUCATION

- **Doctor of Veterinary Medicine:** Ontario Veterinary College, 1963
- **Diploma in Bacteriology:** School of Hygiene - University of Toronto, 1968
- **PhD – Virology:** School of Hygiene - University of Toronto, 1973

PROFESSIONAL EXPERIENCE

- **Managing Partner, Research & Life Sciences,** The Professional Development Institute PDI Inc.
- **President, The Norm Willis Group Inc.** (2001-Present)
- **Honorary President (Lifetime):** World Health Organization for animal Health (OIE), Paris, France, 2003-Present
- **Senior Technical Advisor:** Canadian Minister of Agriculture and Agrifood for BSE in Asia, Tokyo, Japan, 2004–2005
- **Program Consultant:** Construction of a BSL-03, United States Department of Agriculture (USDA) Animal Facility at Ames, Iowa as part of the ARS-APHIS, Master Plan (Contract with Merrick & Company), 2002-2003
- **Consultant:** Manager of an international working group for the development of alternatives to animal disposal (Contract with the Canadian Food Inspection Agency), 2001-2007
- **Executive Director:** Canadian Science Centre for Human and Animal Health, Winnipeg (MB), a joint appointment with Health Canada and the Canadian Food Inspection Agency, 1999-2001
- **President:** L'Office International des Epizooties (OIE), Paris, France, 1997-2000
- **Special Advisor:** President of the Canadian Food Inspection Agency, 1997-2000
- **Executive Director:** National Centre for Foreign Animal Disease, Winnipeg, MB, 1996-99
- **Director General:** Animal and Plant Health Directorate, Food Production and Inspection Branch, Agriculture and Agri-Food Canada: Responsible for eight animal pathology and plant protection laboratories and the national animal health and plant protection programs, 1991-1996
- **Director-General:** Health of Animals Directorate, Food Production and Inspection Branch, Agriculture and Agri-Food Canada: Responsible for eight laboratories for animal pathology and the national animal health program, Ottawa, ON, 1987-1991
- **Director:** Animal Pathology Division: Responsible for eight laboratories across Canada, 1980-87
- **Director:** Animal Pathology Laboratory, Guelph, ON, 1978-1980
- **Virologist:** Virology Section, Animal Diseases Research Institute: diagnosis and research of foreign animal diseases, arboviruses and avian diseases; Course Director for foreign animal disease recognition courses for veterinarians from Canada and from a number of other countries, Grosse Ile, QC, 1971-78
- **Veterinary Scientist:** Animal Diseases Research Institute, 1965-67
- **Assistant Professor,** Department of Physiological Sciences, Ontario Veterinary College, Guelph, ON, 1963-1964
- **Post-Graduate Studies:** School of Hygiene - University of Toronto, 1967-71
- **Private Small Animal Practitioner:** Agincourt, ON, 1964-65

INTERNATIONAL CONSULTATIONS

- Requested by the Deputy Administrator, Veterinary Services, USDA to participate in a review of the scientific program of the National Veterinary Services Laboratory and the Center for Veterinary Biologics, USDA, Ames, Iowa (2008-2009)
- Requested by the Government of Kenya to participate in an evaluation of the Veterinary Services of Kenya, on behalf of the World Organization for Animal Health (OIE). (2007)
- Requested by the Administrator of the USDA to review, evaluate and comment on an ARS-APHIS Master Plan for Facility Consolidation and Modernization at Ames, Iowa, valued at \$379 million US in response to a Congressional Directive for the Secretary of Agriculture. (2001)
- Invited Participant: Panel to review the research program of the Plum Island Animal Disease Centre (PIADC) and the diagnostic program of the Foreign Animal Disease Diagnostic Laboratory of PIADC for the United States Department of Agriculture. (1998)
- Invited Participant: Review Panel for the Future of Veterinary Services, Animal and Plant Health Inspection Services (APHIS), U.S. Department of Agriculture (USDA), Washington (DC), 1997

REPRESENTATIVE CONSULTING PROJECTS

- Produced a concept paper “Using Foresight for Action in Animal Health” for the CFIA Fore-CAN project (2010).
- Presently advising on the animal health program design for the Dept of Foreign Affairs and Int’l Trade project to construct a high biocontainment laboratory in the Kyrgyz Republic (2010).
- Keynote Speaker presenting “Threats to Animal Health - Looking to the Future – Together” at the Canadian Embassy in Washington, D.C. as part of a joint USDA/CFIA workshop(2010).
- Participated in a Review of Strategic Position, Governance, and Funding Model of the Canadian Co-operative Wildlife Health Centre (2009).
- Participated in an evaluation of the research proposal selection process for Research Branch of Agriculture-Agrifood Canada.
- Produced a concept paper on “Trade Options for Alberta” for the Alberta Livestock and Meat Agency (2009).
- Participated as scientific advisor for the Department of Foreign Affairs and International Trade in the design of a high biocontainment laboratory in the Kyrgyz Republic (2008-2009).
- Managed the development of a concept paper on “Traceability” for the Alberta Provincial Government (2008).
- Participated in the development of, and drafted the National Farmed Animal Health and Welfare Strategy (2007-2009).
- Led and managed the project to envision the future of academic veterinary medicine in North America for the Association of American Veterinary Medical Colleges (AAVMC). (2006)
- Led the IWADA Animal Health Foresight Project co-sponsored by the CFIA and USDA, the first time the concept of foresight technology was applied to animal health in Canada. (2005)
- Provided expert advice in the development of an integrated animal health science direction to guide future Canadian Food Inspection Agency / Science Branch decision making. The strategy / science direction is based on risk / risk management approaches, builds on national and international scientific capacities / capabilities, anticipates opportunities to apply leading technologies and reflects emerging operational trends which place increasing emphasis on testing, surveillance et cetera in non-laboratory settings. (2005 – 2006)
- Scientific Advisor to the Canadian Cattlemen’s Association. (2002 – 2004)

ACTIVITIES OF NOTE

- Received the Don Matthews Memorial Award for excellence in Animal Health (2009)
- Received the OIE's highest honour, the Gold Medal for meritorious service to the World Organization for Animal Health (OIE), the only Canadian to have received this award. (2007)
- Received the Carl Block Award in recognition of the contribution to Canada's National Animal Health Program. (2005)
- Participated in the development of General Guidelines for the Disposal of Carcasses for the OIE. (2004)
- Acted as Senior Technical Advisor to the Minister of Agriculture and Agri-Food conducting consultations with government officials, industry representatives and the public in Asian countries on Canadian policies for BSE. (2004 -2005)
- Served as the Vice-Chairman of the USAHA/AAVLD Committee on International Standards. (2004 – present)
- Invited to make a feature presentation on carcass disposal at the 23rd Conference of the OIE Regional Commission for Asia, the Far East and Oceania held at Noumea, New Caledonia. (2003)
- Invited to serve as Senior Statesman evaluating the International Forum on the International Aspects of Accidental Release or Deliberate Use of Biological Agents Affecting Food and Agriculture hosted by Texas A&M University Systems' Integrative Center for Homeland Security. (2003)
- Served as Chairperson for the International Working Group on Animal Disposal Alternatives (IWADA) in Ottawa, Ontario. (2002 and 2004)
- Served as Chairperson of the International Workshop On Animal Disposal Alternatives (IWADA) Winnipeg, Manitoba. (2000)
- Conceived, recommended and implemented a unique management approach for the Canadian Science Centre for Human and Animal Health – Winnipeg, Manitoba, for both Health Canada and the Canadian Food Inspection Agency. (1999)
- Developed a process and wrote a Strategic Plan for the future direction of the OIE in the 2001-2005 period. (1998-2000)
- As an invited speaker, presented the keynote address at the United States Animal Health Association Annual Meeting. (1998)
- Invited Speaker for presentations in Argentina, New Zealand, USA, Brazil, and Canada on the role of the OIE. (1997-2000)
- Elected President of the World Organization for Animal Health (OIE), the only North American to be elected to that position. (1997)
- Received the Manager of the Year award for Agriculture and Agri-food Canada. (1996)
- Served on the Executive Committee of the United States Animal Health Association. (1990-2000)
- Served on Specialist Commissions of the OIE. (1988 – 2003)
- Managed a project for the design and construction of Canada's first and only maximum (BSL 4) biocontainment laboratory in Winnipeg, Manitoba. (1980-1997)
- Managed projects for the design and construction of new veterinary diagnostic and research laboratories at: Lethbridge, Alberta; Guelph, Ontario; St. Hyacinthe, Quebec; and Charlottetown, Prince Edward Island. (1980-1987)

COMMUNITY INVOLVMENT

- Served on the Board of Directors for the Association of Community Living – Carleton Place, ON.
- Served as paddling coach with the Carleton Place Canoe Club – Carleton Place, ON.
- Served as Vice President on the Board of Directors for the Biathlon Association of Manitoba – Winnipeg, Manitoba