

CHARLES R. PURCHASE

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A Senior Human Resources Generalist with extensive experience in large, dynamic, international organizations and specialist level experience in labour and employee relations, compensation, benefits, pension design, policy design and implementation. A dynamic and committed in-class and online course instructor and developer for Seneca College and Ontario Learn.

Work History

August 2012 to present:

Principal, AME High Consulting

Public and Private Sector Consulting Services in Arbitration/Mediation and Education.

- Teaching and developing courses for online delivery; Arbitrator and Mediator for various public sector institutions in Toronto and vicinity.

2002 to July 2012:

**Program Coordinator, Faculty of Continuing Education and Training, Seneca College
Instructor Human Resources Management, Seneca, Canadore and Conestoga Colleges**

- Industrial Relations, Employment Law, Labour Economics, Compensation, Pensions and Benefits, Organizational Behaviour, Strategic Human Resources Planning, HRIS- in-class and online delivery modes. Platforms include Moodle, Blackboard and Angel.

Course Developer-Online Delivery Mode

- Developed *Industrial Relations* course (Seneca College/Ontario Learn).
- Re-developed *Strategic Human Resources Planning* (Seneca College/Ontario Learn).
- Re-developed *Organizational Behaviour*, accelerated format (Seneca College/Ontario Learn)
- Re-developed *Recruitment and Selection* (Seneca/College/Ontario Learn) in both a regular and accelerated format.

1996 to 2002

Managing Director, Total Human Resources Solutions Ltd. (THRS)

- Senior Consultant responsible for providing Labour and Employee Relations consulting services to a number of private and public sector organizations.

1992 to 1996

**Vice President Human Resources, Public Affairs and Officer of the Coca Cola Company,
Minute Maid Division**

- Responsible to the President for the development and implementation of all Canadian Human Resources Strategies.

1987 to 1992 Director of Human Resources, McCain Foods Limited

- Responsible to the owners, Harrison and Wallace McCain, for all Human Resources activity in Canada at corporate office, eleven manufacturing plants and two sales divisions.

1982 to 1987 Director of Human Resources, Westroc Industries

- Responsible to the President for all Human Resources activity in Canada at five production operations and two mines.

1977 to 1982 Regional Human Resources Manager, Dominion Dairies Limited (Sealtest)

- Responsible for Human Resources Management within Ontario including negotiation and administration of 21 collective agreements.

1971 to 1977 Personnel Administrator, Pilkington Glass Manufacturing

- Responsible to the Plant Personnel Manager and subsequently to the Vice President Human Resources.

Accomplishments

Program Coordinator

- Consistently successful in recruiting, training, mentoring top-level professionals as course instructors for both in-class and online teaching.

Instructor

- Consistently high student evaluations for in-class, online teaching and course development.

Labour and Employee Relations

- Developed and implemented successful Human Resources Strategies to assist organizations maintain non-union status
- Successfully negotiated and administered in excess of 100 collective agreements with such unions as: CAW (Autoworkers); UFCW (Food & Commercial Workers); IBT (Teamsters); USW (Steelworkers); ECWU (Chemical Workers)

Compensation and Benefits

- Designed and implemented flexible benefits programs in collaboration with all stakeholders
- Designed and implemented defined contribution pension plans
- Implemented stock option programs
- Designed and implemented pay equity plans, salary administration plans
- Performance management plans including 360° appraisal systems, MBO and BARS

Other Strategic Human Resources Accomplishments

- Designed and implemented human resources department start-ups
- Recruited for local, national and international positions
- Developed and implemented national human resources policies including EE.
- Developed and implemented organizational design, re-design strategies
- Developed and implemented succession and talent management plans
- Developed career planning programs and employee skill development opportunities
- Initiated fully integrated human resources information systems
- Initiated business communication campaigns such as '*The Right to Know*', '*Lunch with the President*' and '*Company Compensation Strategies*' for all internal stakeholders
- Identified, communicated and reinforced positive corporate culture and behaviours through recognition and reward strategies
- Provided clear expectation to employees to reinforce the Company image in all personal, departmental and company activities
- Initiated '*work with*' programs for new management recruits to understand the actual work of employees and relationships with the final product and customers.

Education

- BA Economics, York University 1971
- BA Business Administration (Honours), York University 1976