

For immediate release — Wednesday, October 20, 2021

Building strong communities worldwide, Bradley Hamilton recognized as ULAA 2021 Alumnus of the Year

The University of Lethbridge Alumni Association (ULAA) is pleased to announce the 2021 Alumnus of the Year as Bradley Hamilton (BMgt '88).

“Brad’s career has been marked by his consistent efforts to make a positive difference in the organizations he works with,” says Jason Elliott, president of the ULAA. “His people-first approach breathes life into companies, allowing them to flourish during times of change. He sets the bar for others and is an exemplar of our alumni community.”



Alumnus of the Year — Bradley Hamilton

Bradley Hamilton (BMgt '88) is an industry-leading business professional dedicated to raising the standards and performance of organizations while making lasting positive change in communities worldwide. His background in financial services, performance management and executive governance lend him an expert perspective to help organizations find efficiencies and successful strategies for long-term employee engagement and organizational success. In his current role as vice-president of risk culture, conduct and ethical behaviour with Scotiabank, Hamilton is responsible for mapping employee behaviour as it pertains to regulatory requirements, business policies, procedures and processes. Hamilton assesses human behaviour to establish what drives employees 'to do the right thing', and then uses this understanding to enact tangible change within an organization. Armed with an untethered curiosity and dedication to the faces behind corporations, Hamilton ensures people feel a greater sense of connection to their work, and, by extension, organizations remain healthy.

Helping companies enact policy with widespread positive impact has always been a driving force in Hamilton's career. Over the course of three decades, he has worked at every level of the financial and consulting sector, building his way towards executive leadership. Widely regarded as a subject matter expert in the areas of behaviour economics, conduct risk and risk culture, he regularly speaks at conferences across the globe to share his expertise and enhance the skillsets of his colleagues. Hamilton is also actively involved in community initiatives and committees, having served with numerous boards, including the Niagara Film Festival, BAI, and Up with People, an organization he has been involved with since representing Canada on a world tour in 1982.

At the heart of Hamilton's work is a desire to elevate others. He readily seeks out any opportunity to pay it forward and do his part to help people succeed. His generosity extends to the four-legged community, and he is currently in the process of building a dog sanctuary and shelter in Mexico. Self-funded and named Tanner's Place after his own pup, this program will bring homeless dogs in for spays and neuters, with the long-term goal of finding them loving homes. His education at the University of Lethbridge, where he received his undergraduate degree in Organizational Behaviour, has been the bedrock for a life committed to building strong communities. Selfless leadership aligned to strong values has established Hamilton as a force for positive change in communities worldwide. His legacy speaks for itself, and his dedication to elevating business standards across disciplines is an inspiration for leaders everywhere.

To view online: <https://www.ulethbridge.ca/unews/article/building-strong-communities-worldwide-bradley-hamilton-recognized-ulaa-2021-alumnus-year>

-- 30 --

Contact:

Trevor Kenney, News & Information Manager
403-360-7639 (cell)
trevor.kenney@uleth.ca
@uLethbridge