

MICHAEL R. KEANE

BUSINESS BACKGROUND

Michael Keane is the President of two business enterprises that service both the private and public sectors.

MARKET RESEARCH MANAGEMENT

Recognizing a need for cost effective, user friendly, computer technology in the field of market research Michael Keane launched an Ottawa based firm, OpinioNation Inc. in the summer of 1991. OpinioNation Inc. provides a wide range of market research services utilizing our very powerful, multi-task, interactive, high-tech portable, TOUCHSCREEN SURVEYCENTRES to both private and public sector clients. OpinioNation Inc. is recognized nationally and internationally, as a leader in conducting research projects that assist clients with: service standard/quality evaluations, performance measurement studies, needs assessments, issues/awareness surveys, employee studies, along with very sensitive attitude and habit studies. Along with our Ottawa, corporate headquarters, OpinioNation Inc. has an office in Europe and associated offices throughout the United States. OpinioNation Inc. is the one research company in Canada that sharpens the cutting edge of technology.

PUBLIC AFFAIRS MANAGEMENT

Since 1986 the Michael Keane Group Inc. has worked with federal, provincial and municipal governments, business and association clients to integrate public policies, advocacy strategies and public relations plans. Michael Keane is experienced as a public policy sensor, a political manager, a special event executive and as a professional fund-raiser.

PROFESSIONAL DEVELOPMENT

- Market Research Management Consultant for selected public and private sector clients. (Present)
- Public Affairs Management Consultant for selected private and public sector clients. (Present)
- Special Assistant to the Leader of the Official Opposition, Hon. Herb Gray, House of Commons, Ottawa. (1990)
- Professional fund-raiser for public interest groups. (1975 - 1991)
- Director of national and international conferences. (1986 - 1991)
- Issue Management Consultant to the Office of the Premier of Ontario and the Ontario Minister of Health. (1986)
- Executive Assistant to the Ontario Minister of Energy. (1985)
- Special Assistant to federal Ministers responsible for the Treasury Board; Industry, Trade and Commerce; Regional Economic Expansion; (1980 - 1984) Consumer and Corporate Affairs (1974)
- Special Assistant to the Ontario Leader of the Opposition. (1976 - 1977)
- Constituency Assistant for the Hon. Herb Gray, P.C., M.P. (1974 - 1975)

EDUCATION

Certification

Political Management Institute
Kent State University, 1982

Bachelor of Arts in Political Science
University of Windsor, 1976