

BAILEY REID

Education

Ph.D., Sociology and Anthropology, Carleton University	September 2025-Present
“Memoir and Personal Essay” course, Wesleyan University (via Coursera)	January 2025-June 2025
M.A. Sociology and Anthropology, Carleton University	December 2018-November 2024
B.A. Honours, Criminology, Carleton University	September 2002-April 2006

Experience

- Chief Executive Officer and co-founder, **The Spark Strategy** December 2020-Present
- Senior Advisor, Gender and Sexual Violence Prevention and Support, **Carleton University** November 2017-Present
- Teacher, Mini-Course Program, **Carleton University** May 2026, April 2025
- Strategist, **MediaStyle** February 2016-November 2017
- Founder and Chief Executive Officer, **Sisters Achieving Excellence** December 2010-October 2016

Competencies

- Evidence of teaching excellence from previous students and colleagues
- Over 10 years of progressive, inclusive, anti-oppressive leadership roles and management
- Over 15 years of experience in gender equity, gender-based violence prevention and gender advocacy, all from a trauma-informed, intersectional approach, including GBA+
- Creation of exciting and innovative public awareness campaigns about gender-based violence and campus sexual violence, as well as other sectors including health, labour movements, and education
- Strong strategic planning skills, including visioning, facilitation, and community mobilization
- Excellent technical, analytical, and communications writing, including demonstrated research skills
- Design-based thinking training for communications, education, and innovative facilitation abilities
- Strong capacity to manage multi-sectoral stakeholders, donors, and community partners

BAILEY REID

Publications

- ["Care-Full True Crime: A Sandbox Methodology,"](#) Thesis, Carleton University November 2024
- ["Essential Elements for Non-Punitive Accountability: A workbook for understanding alternative responses to gender-based violence,"](#) in partnership with Courage To Act October 2021
- "Stories for Young Men," series of three reading comprehension workbooks for at-risk young men September 2014
- "Stories for Young Women," series of three reading comprehension workbooks for at-risk young women September 2012
- "The Transcendence Workbook", a tool for incarcerated women May 2013
- Various advocacy editorials for gender-based violence prevention, samples provided upon request October 2008-Present

Teaching, Facilitation, and Keynote Speaker Experience

- **Carleton University** Mini Course Program, course designer and teacher: CU-333: "True Crime, Gender and Pop Culture: A Care-Full Analysis" April 2025
- **Society of Police and Criminal Psychology Conference:** "Sparking Connections: Effective Partnerships between Grassroots and Police Organizations" September 2023
- Provided over **380 hours** of training and trained over **14,000 Carleton University Community Members** since joining the staff team 2017-Present
- GBV Prevention Trainer, **Ottawa Sports and Entertainment Group, Ottawa RedBlacks; Ottawa Fury** (90+ players and staff) 2016-2019
- Transcendent Justice, **Policy Ignite** 2018

Professional Development

- Completion of Research Ethics based on the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans June 2022
- Investigations of Harassment and Sexual Harassment in the Workplace, **Workplace Institute** May 2021
- Advanced Design Thinking Certification, **IDEO U** May 2021
- Restorative Justice Facilitation, **University of Alberta** June 2018
- Transformative Justice Facilitation, **Just Practice** October 2018

BAILEY REID

- Training in Restorative Conferencing for Sexual Violence, **Campus PRISM Project, Skidmore College**

March 2019

Community Development

- Member, **Ottawa Police Advisory Committee on Violence Against Women** (Co-Chair from 2016-2019)
- Member, **City of Ottawa Women and Gender Equity Working Group**
- Member, [Courage to Act Alternative Resolutions](#) Community of Practice Co-Founder, **NowWhat?! Coalition to get Gender Issues on the Ballot**
- Chair, Public Engagement Committee, **Ottawa Coalition to End Violence Against Women**

August 2014-Present

January 2020-Present

December 2019-October 2021

April 2018-January 2019

October 2008-April 2021

Specializations

- Shortlisted as a Nominee for the [2026 Feminist Creator Prize](#) by the Canadian Women's Foundation
- Nominated for the Senate Medal for Masters of Arts, Sociology and Anthropology thesis research
- Nominated for two Service Excellence Awards at Carleton University for training and public education in campus gender-based violence
- Gendered analysis; equity, diversity, and inclusion (EDI) strategic development; impact-based leadership; policy development and review; material and program development; program management; volunteer management; grant writing; public speaking; stakeholder relations
- Advanced Certificate in Design-Based Thinking

References

Available upon request.