



MARK EVANS, MBA

The Multiple Benefits of Using a Balanced Scorecard

Mr Evans is the Executive Director of the Canadian Fertility and Andrology Society (CFAS), where he leads a 700-member multidisciplinary non-profit organization dedicated to excellence in the field Assisted Human Reproduction in Canada. He is also President of Fertile Future, a non-profit national charity devoted to ensuring men and women of reproductive age are given the opportunity and means to preserve their fertility prior to cancer treatment.



Mr Evans has a uniquely diverse academic and professional background. He earned undergraduate degrees in literature (BA) and education (BEd) at McGill University, studied Mandarin Chinese at Beijing College of Economics, and earned an MBA degree at the University of Ottawa.

Prior to joining the CFAS, Mr Evans worked at the Ottawa Fertility Centre (OFC) as its Managing Director where he cultivated a broad base of healthcare expertise, particularly in the areas of quality management, accreditation, lean six sigma, good manufacturing practices (GMP), infection prevention and control, and general operations management. Over the last ten years at OFC, Mr Evans has been focused on developing a model of healthcare delivery that enables organizations to improve performance, safety, quality and service through innovation and organizational alignment. He pioneered a gain sharing program with three separate bargaining units as a means to align patient needs with those of other stakeholders, namely owners, physicians, and employees.

Mr Evans' experience extends beyond the healthcare sector. His underlying influence stems from his time as a business management consultant in Asia during the 1990's. He later gained broad exposure to the public and private sectors having specialized in human resources management and organization development within the hi-tech industry and municipal government. With the diverse experience gained over the last 25 years, Mr Evans has developed into a well rounded healthcare professional.

Mr Evans' key areas of interest and expertise include strategic planning, organization development, communications, marketing, labour relations and human resources. He is thoroughly dedicated to healthcare improvement and in improving quality of life for others.

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