



Annual Report 2024-2025

SHAPING CANADA'S DIGITAL FUTURE



TABLE OF **CONTENTS**

Message from the Chair of the Board of Directors	3
Message from the President and CEO	4
Who We Are	5
Our Focus Areas	6
Our Impact, 2024-2025	8
Annual Highlights	9
Our Research and Policy Insights	15
Our Programs	21
1. Building Canada's Pipeline of Digital Economy Talent	24
2. Equipping Canada's Workforce with In-Demand Digital Skills	28
3. Accelerating Business Growth and Productivity in Canada's Digital Economy .	30
Our Partners	36
Leadership Team	38
Board of Directors	39

MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

It is with great pride and enthusiasm that I step into the role of Chair of ICTC at this pivotal moment in the organization's continued growth and evolution. As Canada navigates a rapidly changing technological and economic landscape, ICTC stands at the forefront of this transformation—uniquely positioned to drive critical conversations, inform forward-thinking policy, and implement impactful programs that strengthen Canada's digital productivity and global competitiveness.

In an era defined by artificial intelligence, advanced technologies, and accelerated innovation, ICTC plays a central role in unlocking the opportunities of tomorrow. Through its research, programs, partnerships, and initiatives, ICTC not only enables economic resilience but also charts a path toward an inclusive and sustainable digital future for all Canadians.

A diverse economy is a strong economy. Embracing diversity, particularly advancing the role of women in technology and innovation, is not only a matter of equity but a catalyst for Canada's innovation agenda and AI readiness. By ensuring that diverse voices are empowered and engaged, we can better bridge the innovation gap and fully harness Canada's potential in the digital era.

I would like to extend my heartfelt thanks to our Board of Directors, our valued partners, dedicated stakeholders, and the exceptional staff of ICTC. Your steadfast commitment and inspiring work are the driving force behind ICTC's impact.

I look forward to working alongside you to build a more innovative, inclusive, and competitive Canada, one founded on digital trust, guided by practical pathways for progress, and anchored in diverse perspectives and equity-centred values.

Janet Lin
Chair, Board of Directors
ICTC



“

In an era defined by artificial intelligence, advanced technologies, and accelerated innovation, ICTC plays a central role in unlocking the opportunities of tomorrow.”

Janet Lin
Chair, Board of Directors

MESSAGE FROM THE PRESIDENT AND CEO

As we reflect on another transformative year, it is evident that the landscape of technology, the economy, and the job market continues to evolve at an unprecedented pace. From accelerated digital adoption and the rise of artificial intelligence to shifting geopolitical dynamics and climate imperatives, the global context presents both new opportunities and critical challenges for Canada. Navigating these changes requires foresight, agility, and a commitment to sustainable growth. ICTC is proud to stand at the forefront of this national journey.

In 2024–2025, ICTC has made remarkable strides across its research, policy, and programmatic efforts. Our evidence-based research continues to be a trusted source of insight on emerging technologies, labour market trends, digital equity, and sustainability.

These insights have informed key public policies and enabled organizations to make strategic, future-ready decisions. At the same time, ICTC's programs, spanning youth digital upskilling, worker reskilling, immigration, work-integrated learning, and employer innovation support, have directly impacted thousands of Canadians and businesses, equipping them with the skills and tools to thrive in the digital economy.

Throughout this year, ICTC has remained focused on its mission to support a resilient, innovative, and inclusive Canada. Our work has centred on catalyzing economic growth, enabling sustainable and competitive enterprises, nurturing the talent of tomorrow, and safeguarding our digital infrastructure. Above all, we continue to champion a shared digital future—one that is secure, prosperous, and inclusive, leaving no one behind.

None of this would be possible without the unwavering dedication and passion of the ICTC team, as well as the guidance of our esteemed Board of Directors. I extend my deepest gratitude to our staff, board members, partners, and stakeholders for an extraordinary year. Your continued support and belief in our mission inspire us every day as we build toward a stronger Canada.

Together, we are shaping the future.

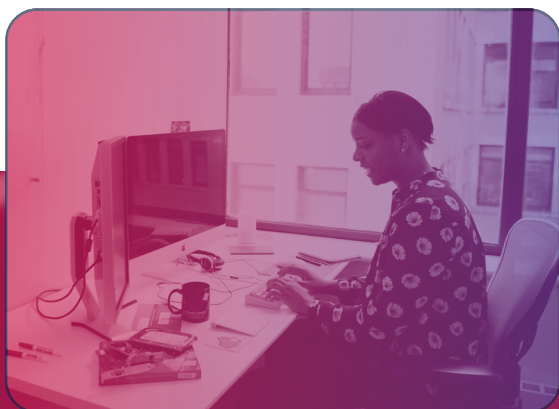
Namir Anani
President & CEO
ICTC



“

Our work has centered on catalyzing economic growth, enabling sustainable and competitive enterprises, nurturing the talent of tomorrow, and safeguarding our digital infrastructure. Above all, we continue to champion a shared digital future—one that is secure, prosperous, and inclusive, leaving no one behind.”

Namir Anani
President & CEO
ICTC



WHO WE ARE

The Information and Communications Technology Council (ICTC) is a neutral, not-for-profit national centre of expertise with the mission to strengthen Canada's digital advantage in the global economy.

ICTC strives to stay ahead of the curve as digital technologies rapidly advance and transform industries and society. For over 30 years, our goal has been to ensure that technology drives economic growth and innovation, and that Canada's workforce remains competitive on a global scale.

To achieve our mission, we work with a wide network of industry leaders, policymakers, and academic institutions, focusing on developing digital skills, technology adoption, and fostering innovation. Our work comprises forward-looking research, practical policy advice, and capacity-building solutions for individuals and businesses, delivered in both official languages to reach and empower communities across the country.

We support government and industry leaders in identifying current and future opportunities and developing strategies to unlock the full potential of the digital economy. We also help Canadians from all backgrounds acquire the skills they need to succeed in Canada's economy, while helping businesses transform and enhance their competitiveness in today's and tomorrow's markets.



OUR FOCUS AREAS

ECONOMIC GROWTH

ICTC is driving national economic growth by equipping Canadians with in-demand digital skills, connecting businesses to top talent, and helping industries harness advanced technologies. ICTC supports thousands of employers and workers to innovate, scale operations, and respond to shifting market demands—ensuring Canada remains competitive in the global digital economy.

SUSTAINABLE BUSINESSES

ICTC empowers businesses to innovate in ways that also advance Canada's sustainability goals by pairing digital adoption with strategies for the green transition. From research on green-digital skills in supply chains to capacity-building programs that help businesses adopt efficient, climate-conscious technologies, ICTC enables organizations to grow while contributing to a net-zero, resource-resilient future.

TALENTED AND ENTREPRENEURIAL WORKFORCE

ICTC is building a dynamic talent pipeline that spans K-12, post-secondary, international professionals, and entrepreneurs. Targeted programs and labour market intelligence develop digital fluency, foster innovation, and support career transitions—ensuring a steady supply of skilled workers and visionary business leaders who can shape Canada's digital future.

SAFE, PRIVATE AND SECURE ENVIRONMENT

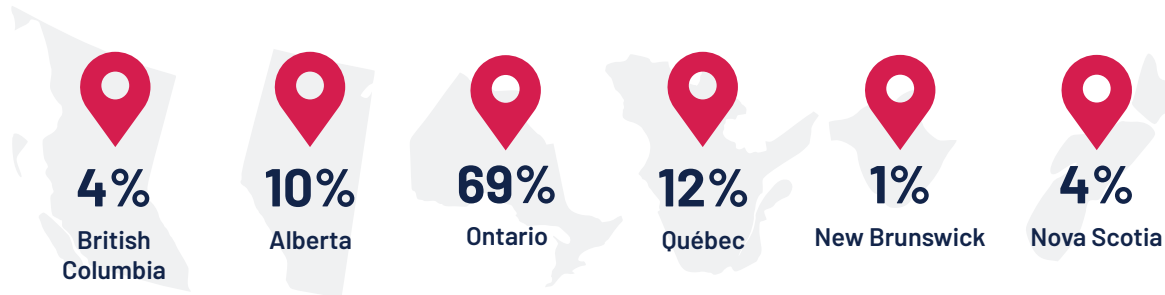
Through hands-on training, national competitions, and professional upskilling, ICTC strengthens Canada's cybersecurity capabilities and digital resilience from a growing array of threats. Programs prepare youth and professionals to meet growing cyber talent shortages while also equipping organizations to safeguard data, infrastructure, and trust in the digital economy.

EQUITABLE AND INCLUSIVE ECONOMY

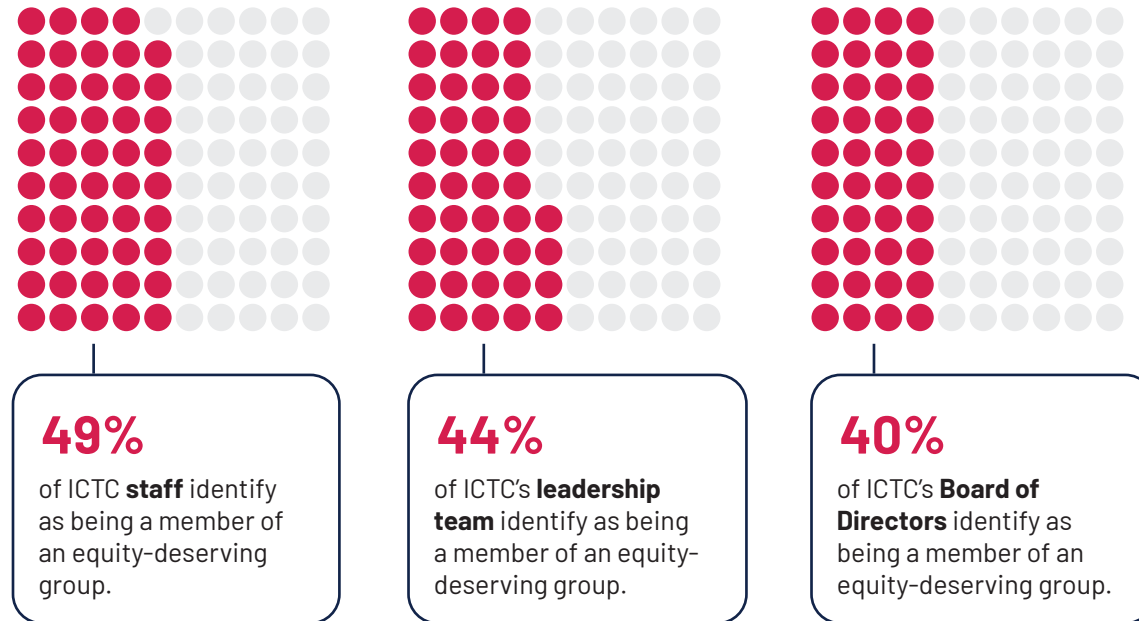
ICTC advances diversity, equity, and inclusion in the digital economy by breaking down systemic barriers and opening opportunities to underrepresented groups. With 70% of program participants from equity-deserving communities, targeted initiatives foster inclusive innovation, ensuring that the benefits of digital transformation are shared broadly across Canada.

OUR TEAM AT A GLANCE

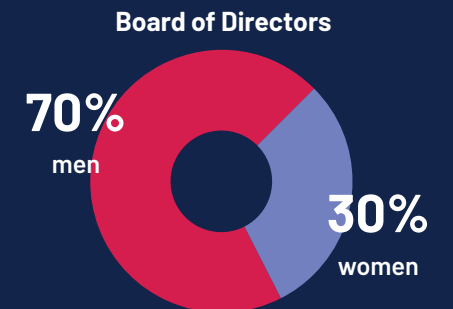
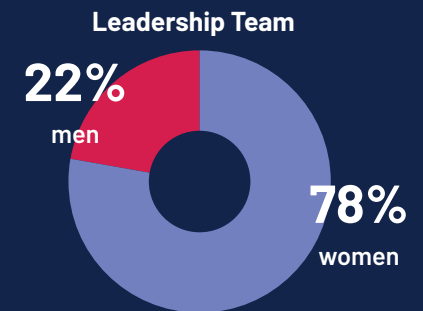
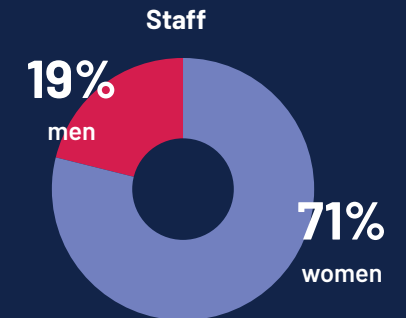
Distribution Across Canada



Representation of Equity-Deserving Groups at ICTC



Gender Parity at ICTC





OUR IMPACT, 2024-2025

17 research and policy reports provided valuable insights and data to shape policy decisions, guide industry practices and inform educational and training programs.

79,078 participants engaged in ICTC digital skills and employment programs.

40,001

business leaders equipped with foundational AI knowledge.

29,468

K-12 students across Canada participated in digital skills learning experiences.

4,195

post-secondary students placed in work integrated learning employment experiences.

2,082

educators engaged in new and emerging technology training.

1,252

small and medium-sized businesses supported to fill open digital roles with skilled talent.

823

international ICT professionals supported to access jobs in Canada's digital economy.

601

mid-career professionals upskilled into high-demand technology occupations.

429

women entrepreneurs supported to accelerate their digital enterprises.

227

businesses in the digital economy supported to diversify their leadership pipelines.

70% of ICTC program participants were from underrepresented groups.

61 speaking engagements for ICTC staff at national and international conferences, summits, and roundtables.

135 events hosted by ICTC.

93

Webinars

15

Roundtables

12

Workshops

6

Networking Events

4

Conferences

2

Pitch Events

2

Career Fairs

1

National Competition



ANNUAL HIGHLIGHTS

ANNUAL REPORT 2024-2025



ANNUAL HIGHLIGHTS

ANNOUNCEMENTS FROM ICTC



ICTC Receives Partner Status at Global Forum on Cyber Expertise

ICTC Receives Partner Status at Global Forum on Cyber Expertise [↗](#)



JANET LIN
New Chair of ICTC's Board of Directors

ICTC Appoints Janet Lin as Chair of the Board of Directors [↗](#)



ICTC JOINS THE UN'S INTERNATIONAL TELECOMMUNICATION UNION
as Development Sector Member to Close the Digital Divide

ICTC Joins the UN's International Telecommunication Union (ITU) as Development Sector Member to Close the Digital Divide [↗](#)



Empowering the Future:
Microsoft Collaborates with Leading Organizations to Skill Canadians in Generative AI [↗](#)



ICTC CTIC
CSET CENTER for SECURITY and EMERGING TECHNOLOGY

ICTC Partners with Georgetown's CSET to Map Semiconductor Industries in Canada and the United States [↗](#)



Advancing Women's Leadership in Emerging Technology Sectors:

Advancing Women's Leadership in Emerging Technology Sectors: ICTC Launches New Program for Businesses [↗](#)



SDGS FOR A SUSTAINABLE DIGITAL ECONOMY:
ICTC to Support Municipalities to Pilot Sustainable Development Goal Initiatives

SDGs for a Sustainable Digital Economy: ICTC to Support Municipalities to Pilot Sustainable Development Goal Initiatives [↗](#)



ICTC LAUNCHES NEW PROGRAM TO SUPPORT ALBERTA BUSINESSES

ICTC Launches New Program to Support Alberta Businesses to Attract and Retain Top Talent



ANNUAL HIGHLIGHTS

THOUGHT LEADERSHIP AND NEWS MEDIA

ICTC received **1,781** news media mentions in 2024-2025 and contributed **22** thought leadership articles. Here are 29 highlights from the year.

Unraveling
Canada's
Commercialization
Deficit



NATIONAL NEWSWATCH

New training
program to
address shortage of
workers
in digital economy



WINDSOR STAR

Ontario
could be
North America's
electric vehicle
powerhouse—
but it hinges on
workforce alignment



NATIONAL NEWSWATCH

It's a field
that needs
more workers — and
these Fredericton
whiz kids have a
head start



CBC

Fredericton
middle school
wins at CyberTitan
nationals



TELEGRAPH-JOURNAL

Stittsville's
Guardian Angels
students excited
to compete in the
esteemed national
Cyber Security
competition



STITTSVILLE CENTRAL

Seven
Attributes
of Effective
Micro-Credential
Programs



ICTC

Alberta Game
Jam 2024
highlights the
importance of game
jams in the province's
interactive digital
media ecosystem



DIGITAL ALBERTA

How to
choose a
micro-credential
to reach your
career goals



CAREERWISE

Interactive
Digital Media
Set to Contribute
\$169M to Alberta's
GDP by 2030



EDMONTON JOURNAL

Alberta's
Interactive
Digital Media
Industry Set to
Boost Province's
Economy by
\$169M by 2030



CALGARY.TECH

Digital Health
Tools Could Help
Make Our Healthcare
System More Efficient,
but Implementation
Requires Investment
in Healthcare Provider
Digital Health Skills



ICTC

Could
New Housing
Technologies Be
a Pathway
to Affordable
Housing in
Canada?



ICTC

What
Francophone
students in
Anglophone Canada
want out of higher
education



ICTC

300 AI
Leaders to
Convene in
Riyadh Next Week
for GAIN 2024



MIDDLE EAST AI NEWS



ANNUAL HIGHLIGHTS

Building An Innovation Global Capital: Catalysts for Canada's Next Leap Forward



SCIENCE POLICY: CANADA'S INNOVATION STRATEGY

Canada-EU Digital Pact: Strengthening Economic Sovereignty and Global Leadership



NATIONAL NEWSWATCH

Cybercrime is a 2024 intelligence priority for Canada, but one in six cybersecurity jobs go unfilled



ICTC

The Impacts of Emerging Technologies on the Digital Divide



INTENDED CONSEQUENCES PODCAST

A New Global Paradigm – Technology, Humanity, and Sustainable Progress



GLOBAL FORUM

Alberta's ICT Sector Projected to Contribute \$13 Billion to GDP by 2030



CALGARY HERALD

Alberta's Tech Economy is Booming and Poised for Future Growth, Report Concludes



CALGARY.TECH

Alberta's Expanding Tech Economy is Set to Employ a Quarter Million Workers



TECHTALENT.CA

Quebec's Digital Economy Could Employ a Quarter of Canada's Tech Workers by 2030: New ICTC Report



FINANCIAL POST

Quebec could employ a quarter of the country's tech workers by 2030



MONEY.CA

Recommendations to the Pre-Budget Consultation in Advance of the 2025 Federal Budget



ICTC

ICTC's Recommendations to Bill C-27 Consultations on CCPA, PIDPTA, and AIDA



ICTC

Building a Future-Ready Canada: ICTC's Recommendations to ESDC's Building a Modern 21st Century Workforce Consultation



ICTC

Strengthening Canada's Innovation Ecosystem: ICTC's Recommendations to ISED on a Patent Box Regime



ICTC



ANNUAL HIGHLIGHTS

EVENT HIGHLIGHTS

ICTC hosted **135** virtual and in-person events in 2024-2025. Here are five highlights from the year.

UNITE INCYBER

Canada-Estonia Fireside Chat: Digital Transformation for National Innovation and Productivity

ICTC's President & CEO, Namir Anani, was joined onstage at the InCyber Forum by Estonia's Minister of Justice and Digital Affairs, the Honourable Liisa-Li Pakosta, for a fireside chat about digital transformation for national innovation and productivity.



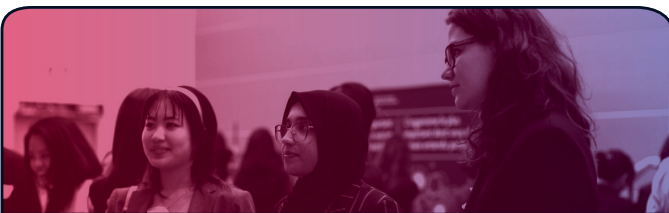
ICTC's CyberTitan XII National Summit: Canada's Largest Cybersecurity Competition for K-12 Students

ICTC's CyberTitan hosted its seventh annual national competition in 2024-2025, culminating in a summit and awards ceremony for national finalists and winners. Students from across Canada heard from cybersecurity experts from Estonia, Canada's Communications Security Establishment, Amazon Web Services Canada, Quantum Algorithms Institute, Field Effect, KPMG and Mastercard before the top prize was awarded to a student team from Old Scona Academic High School in Edmonton, AB.



Women Who Lead: Shaping Future Leadership in Canada's Digital Economy

On International Women's Day, ICTC hosted a summit in Toronto to celebrate the contributions of women to the digital economy and discuss actionable strategies for increasing the representation of women in leadership.



Women in Cybersecurity Summit and Career Exploration

In partnership with Communications Security Establishment Canada (CSE), ICTC hosted a two-day summit at CSE headquarters in Ottawa where 30 young women from across Canada had the opportunity to hear from leaders in the sector and explore career opportunities in cybersecurity through hands-on activities.



Alberta's Digital Economy: Outlook 2030 Event

ICTC launched its 5-year labour market outlook report for Alberta at a sold-out event in Calgary that included a presentation of the key findings, a panel discussion with Alberta tech industry leaders, and networking with industry, policymakers, and media.



ANNUAL HIGHLIGHTS

SPEAKING ENGAGEMENT HIGHLIGHTS

ICTC staff spoke at **61** high-profile events throughout the year, providing thought leadership, expertise, and insights as keynotes, panellists, and in discussions. Here are three highlights from the year.



Workforce Summit 2024 Montreal, Canada

ICTC's President and CEO, Namir Anani, was a moderator and panelist at the 2024 Workforce Summit in Montreal, hosted by Minister of Employment, Workforce Development and Official Languages, Randy Boissonnault. The event brought together 250 thought leaders, including senior leadership from across sectors, to gather diverse views on how to foster a modern, inclusive, and productive labour market for the 21st century.



European Convergence Summit Brussels, Belgium

The second European Convergence Summit, hosted by the AI, Data, and Robotics Association (ADRA), convened global leaders for discussion about how AI, robotics and big data combined can help address socio-economic issues. ICTC's President and CEO, Namir Anani, spoke on the event's Predictive Diagnostics and Personalized Medicine panel, and the event's Foresight 2030: ADR Convergence and Policy panel.



Global AI Summit 2024 Riyadh, Saudi Arabia

Hosted by the Saudi Data and Artificial Intelligence Authority, the Global AI Summit drew hundreds of global leaders to share the latest perspectives on AI, including Generative AI, AI in urban life, and the ethical governance of AI. Highlighting insights from global technology leaders and Saudi innovators, this event featured ICTC President and CEO, Namir Anani, in a panel discussion on One World, Many Perspectives: AI Governance in an Interconnected World.



OUR RESEARCH AND POLICY INSIGHTS

ANNUAL REPORT 2024-2025



OUR RESEARCH AND POLICY INSIGHTS

In 2024–2025, ICTC’s research and policy portfolio advanced evidence-based solutions that strengthen Canada’s digital economy while addressing the interconnected challenges of innovation, equity, and sustainability. Over the past year, our **17 publications** provided governments, industry, and communities with actionable intelligence—bridging policy and practice to ensure Canada remains competitive and resilient in an evolving global landscape.

Guided by ICTC’s five focus areas—Economic Growth, Sustainable Businesses, A Talented and Entrepreneurial Workforce, A Safe, Private, and Secure Environment, and An Equitable and Inclusive Economy—our research explored emerging technologies, evolving labour market needs, and systemic barriers to participation. From detailed labour market forecasts for Alberta and Quebec’s digital economies to actionable frameworks for green-digital skills development and strategies for AI governance and international collaboration, our work informed both immediate decision-making and long-term national strategies.

By combining rigorous economic analysis with forward-looking policy recommendations, ICTC’s research identifies opportunities for innovation and growth while also ensuring that these opportunities are accessible, inclusive, and aligned with Canada’s economic and sustainability goals. This year’s body of work underscores our commitment to creating a digital economy where businesses thrive, talent flourishes, security is strengthened, and prosperity is shared by all.

QUÉBEC’S DIGITAL ECONOMY: OUTLOOK 2030

ICTC  CTIC

QUEBEC’S DIGITAL ECONOMY: OUTLOOK 2030

Quebec plays a vital role in Canada’s digital economy, employing more than half a million technology workers—one-fifth of the country’s total tech workforce—and is a hub for artificial intelligence, interactive digital media, and innovation. Yet despite this strong foundation, recent trends point to challenges that could hinder future growth.



ALBERTA'S DIGITAL ECONOMY:

OUTLOOK 2030



ALBERTA'S DIGITAL ECONOMY: OUTLOOK 2030 [↗](#)

ICTC presents a six-year outlook on Alberta's digital economy, predicting substantial growth in the ICT sector. With a digital economy driving innovation, job creation, and economic progress, Alberta is a vital contributor to economic activity in Canada. As Canada's productivity lags behind other countries, Alberta has outpaced national productivity rates by 18%, and its ICT sector ranks among the top five most productive.



AI SOVEREIGNTY AND ECONOMIC GROWTH:

Strengthening Transatlantic
Leadership Between
the EU and Canada



AI SOVEREIGNTY AND ECONOMIC GROWTH: STRENGTHENING TRANSATLANTIC LEADERSHIP BETWEEN THE EU AND CANADA [↗](#)

Canada and the EU each stand as leaders in distinct yet strategically compatible areas of AI development and can play a critical role in shaping the future of AI through their respective regulatory approaches, areas of expertise, and strategic partnerships.

CANADA'S AI ECOSYSTEM:

A Brief Overview
of In-Demand
Skills and Trends



CANADA'S AI ECOSYSTEM: A BRIEF OVERVIEW OF IN-DEMAND SKILLS AND TRENDS [↗](#)

AI is transforming industries across Canada, driving demand for skilled professionals who understand the benefits of AI, and can leverage its potential. However, as AI adoption accelerates, so does the need for a workforce equipped with the necessary skills for successful use and implementation.

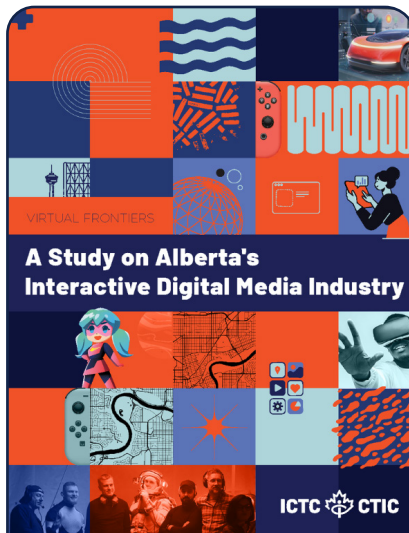
Automation and the Future
of Tech Careers in Canada:
What Students Need to Know

2025



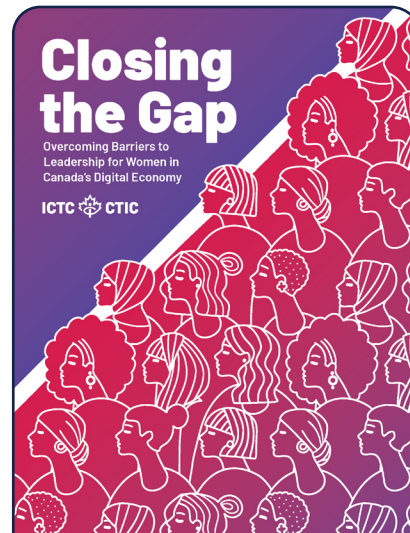
AUTOMATION AND THE FUTURE OF TECH CAREERS IN CANADA: WHAT STUDENTS NEED TO KNOW [↗](#)

AI is rapidly transforming the information and communications technology (ICT) sector in Canada, driving significant changes in job roles and in-demand skills. As AI tools automate routine tasks and reshape workflows, there is an urgent need to equip the ICT workforce with the right skills and knowledge to thrive in this evolving landscape.



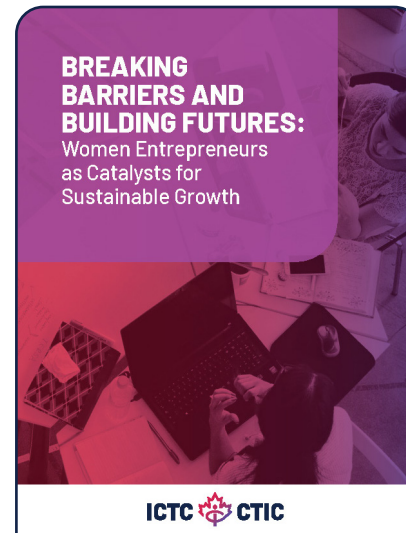
VIRTUAL FRONTIERS: A STUDY ON ALBERTA'S INTERACTIVE DIGITAL MEDIA INDUSTRY

Interactive digital media (IDM) is becoming a vibrant part of Alberta's economic fabric. ICTC research finds that Alberta's growing IDM industry will contribute up to \$169M to the province's GDP by 2030. Alberta's 177 studios increasingly play an important role in the province's economy and labour market.



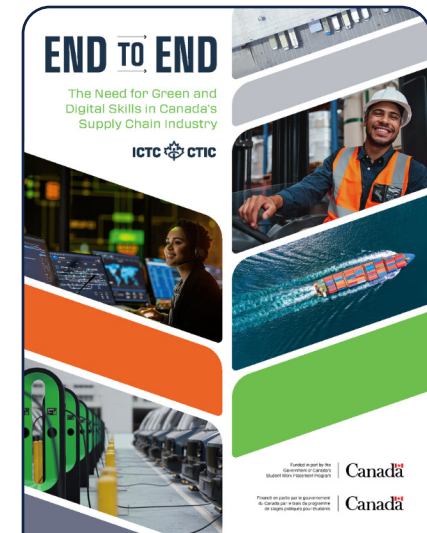
CLOSING THE GAP: OVERCOMING BARRIERS TO LEADERSHIP FOR WOMEN IN CANADA'S DIGITAL ECONOMY

Despite growing awareness of the value of diverse leadership, women remain significantly underrepresented in senior roles across Canada's digital economy. This leadership gap not only reflects persistent gender inequities—it also represents a missed economic opportunity.



BREAKING BARRIERS AND BUILDING FUTURES: WOMEN ENTREPRENEURS AS CATALYSTS FOR SUSTAINABLE GROWTH

Canada's entrepreneurial gender gap represents a missed opportunity for job creation, innovation, and overall economic expansion. While the percentage of women-owned businesses has increased slightly in recent years, women are still underrepresented in entrepreneurship and continue to face challenges when starting and sustaining their businesses.



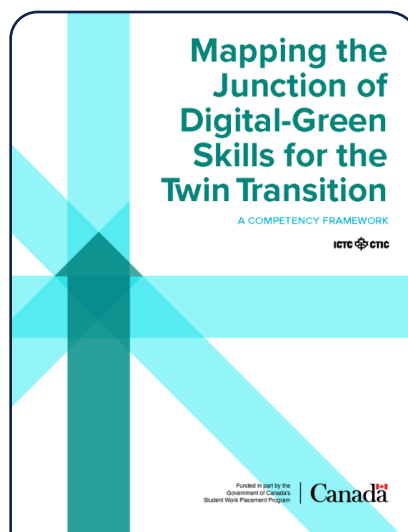
END TO END: THE NEED FOR GREEN AND DIGITAL SKILLS IN CANADA'S SUPPLY CHAIN INDUSTRY

To improve efficiencies and environmental sustainability, Canadian supply chains are becoming more digitized, leveraging big data, artificial intelligence, advanced robotics, and the Internet of Things. This requires that supply chain professionals acquire new, in-demand digital and environmental skills alongside traditional competencies.



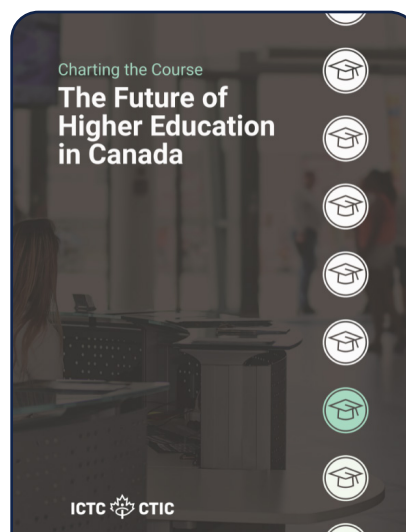
DRIVING SUSTAINABILITY: IN-DEMAND JOBS AND SKILLS IN CANADA'S TRANSPORTATION SECTOR

Decarbonizing Canada's transportation sector requires a multifaceted approach. Post-secondary institutions, micro-credential providers, original equipment manufacturers, and on-the-job training will be instrumental in building the knowledge and skills of entry-level entrants.



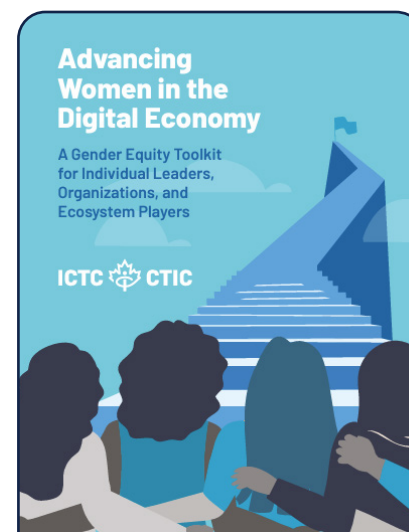
MAPPING THE JUNCTION OF DIGITAL-GREEN SKILLS FOR THE TWIN TRANSITION: A COMPETENCY FRAMEWORK

As Canada transitions to a net-zero economy, an estimated 3.1 million jobs will be disrupted (about 15% of Canada's labour force). This report explores the specific skills needed at the intersection of the digital and green economies and offers a competency framework for digital-green skills.



CHARTING THE COURSE: THE FUTURE OF HIGHER EDUCATION IN CANADA

Digital economy labour shortages pose a significant threat to the health of the Canadian economy. Recognizing that post-secondary graduates often lack work-ready skills, an ecosystem approach to workforce development is needed, bringing together higher education institutions, industry partners, and not-for-profits.



ADVANCING WOMEN IN THE DIGITAL ECONOMY: A GENDER EQUITY TOOLKIT FOR INDIVIDUAL LEADERS, ORGANIZATIONS, AND ECOSYSTEM PLAYERS

ICTC's Gender Equity Toolkit offers calls to action to help advance the careers of women in the digital economy. Each call to action provides key concrete strategies and considerations for people, processes, and technology to affect sustainable change.



Impact Analysis:
**Advancing Women
in the Digital Economy**
by Implementing Actionable
Solutions with Canadian
Organizations

ICTC  CTIC



IMPACT ANALYSIS: ADVANCING WOMEN IN THE DIGITAL ECONOMY BY IMPLEMENTING ACTIONABLE SOLUTIONS WITH CANADIAN ORGANIZATIONS

This report features three case studies showcasing the implementation of action items from ICTC's Gender Equity Toolkit and their impact on the advancement of women in tech.

Strengthening Nova Scotia's Clean Energy Economy

AN ICTC POLICY BRIEF

ICTC  CTIC



STRENGTHENING NOVA SCOTIA'S CLEAN ENERGY ECONOMY

To achieve Nova Scotia's ambitious targets to reach an 80% renewable energy mix by 2030 and a net-zero emissions economy by 2050, the province must leverage its existing expertise, scale skills development initiatives, and build collaborative relationships between government, industry, and the community.

From
Concept
to Care
Health
Technology
Talent in
Alberta

ICTC  CTIC

FROM CONCEPT TO CARE: HEALTH TECHNOLOGY TALENT IN ALBERTA

Health technology innovation could ease the burden on Alberta's health care system by improving patient access and the quality and continuity of care, but a shortage of workers with HealthTech skills means the province must also invest in workforce development.

FAST-CHARGING
ONTARIO'S
ELECTRIC VEHICLE
WORKFORCE



ICTC  CTIC

FAST CHARGING ONTARIO'S ELECTRIC VEHICLE WORKFORCE

Ontario's rapidly developing electric vehicle industry presents enormous economic opportunities for the province and its workforce. If Ontario can align its workforce with emerging needs, the province has the potential to become a North American electric vehicle powerhouse.



OUR PROGRAMS

ANNUAL REPORT 2024-2025

OUR PROGRAMS

ICTC's work is anchored in three core program pillars:

- 1 BUILDING CANADA'S PIPELINE OF TECH TALENT
- 2 EQUIPPING CANADA'S WORKFORCE WITH IN-DEMAND DIGITAL SKILLS
- 3 ACCELERATING BUSINESS GROWTH AND PRODUCTIVITY IN CANADA'S DIGITAL ECONOMY

Together, they expand and diversify Canada's talent base, strengthen workforce capabilities, and empower businesses to innovate and thrive—directly advancing ICTC's vision to shape Canada's digital economy and its goal of ensuring technology drives economic growth and innovation while keeping Canada's workforce competitive on the global stage.

Underpinning all program areas is ICTC's evidence-based approach to design and delivery. Guided by in-depth labour market research, sector analysis, industry advice, and real-time economic intelligence, ICTC ensures its programs respond to emerging trends, address critical skills gaps, and meet the evolving needs of Canadian companies. This research foundation not only informs program priorities but also ensures that every initiative is targeted, relevant, and capable of delivering a meaningful and measurable impact.





1

BUILDING CANADA'S PIPELINE OF TECH TALENT

- **K-12:** Introducing new and emerging technologies to elementary, middle and high school students and educators
- **Post-secondary students and new graduates:** Bridging the education-workforce skills gap
- **Global talent:** Accelerating the growth of Canada's digital economy with skilled international talent

144,142

people supported by ICTC's tech talent pipeline initiatives*

- ➔ **103,965** elementary, middle and high school students
- ➔ **8,601** teachers
- ➔ **24,233** post-secondary students
- ➔ **7,343** experienced international ICT professionals

2

EQUIPPING CANADA'S WORKFORCE WITH IN-DEMAND DIGITAL SKILLS

- **Reskilling for career transitioners:** Supporting professionals to transition into high-demand occupations in the digital economy
- **Upskilling for professionals:** Equipping professionals with the skills to navigate new and emerging technologies

41,340

people supported by ICTC's digital skills training initiatives*

- ➔ **1,339** professionals supported to transition to high-demand digital economy roles
- ➔ **40,001** professionals equipped with new skills in advanced and emerging technologies

3

ACCELERATING BUSINESS GROWTH AND PRODUCTIVITY IN CANADA'S DIGITAL ECONOMY

- **Talent:** Connecting businesses to the talent they need for growth, transformation, and productivity
- **Capacity:** Growing business and entrepreneurial capacity for innovation and commercialization in the digital economy
- **Labour market intelligence:** Providing businesses and policymakers with the information and data they need for strategic decision-making

10,265

small and medium-sized businesses and entrepreneurs supported by ICTC's business growth and productivity initiatives*

- ➔ **9,836** small and medium-sized businesses
- ➔ **429** entrepreneurs

* Since 2017

OUR PROGRAMS

1 BUILDING CANADA'S PIPELINE OF TECH TALENT

A strong, future-ready digital economy depends on a robust pipeline of skilled tech talent. ICTC's K-12, post-secondary, and international talent initiatives address critical skills gaps, labour market shortages, and sectoral growth. Early engagement in K-12 builds foundational digital literacy, sparks interest in technology careers, and fosters diversity from the start. Post-secondary programs bridge education and the workforce, offering real-world experience, industry-recognized credentials, and pathways into high-demand fields. Targeted global talent initiatives bring experienced international professionals into the Canadian market, injecting specialized expertise and supporting immediate labour market needs. Together, these interventions expand and diversify Canada's workforce and digital economy, strengthen innovation capacity, and secure the talent needed for long-term economic growth.

EXPLORE HOW ICTC IS PROVIDING:

- [Skills and resources for K-12 educators](#)
- [Learning experiences for K-12 students](#)
- [Work placements for post-secondary students](#)
- [Industry-informed learning experiences](#)
- [Connections for international ICT professionals to Canada's digital economy](#)

ICTC's 2024-2025 work to build Canada's tech talent pipeline was supported by:



K-12

Introducing new and emerging technologies to elementary, middle and high school students and educators

ICTC's kindergarten to grade 12 (K-12) programs introduce students to emerging digital skills through national competitions, educational initiatives, and resources for educators. Since 2017, ICTC's K-12 programs have engaged over **103,965 students** and **8,601 teachers**, combining digital skills education, career exploration, and experiential learning both inside and outside the classroom.

Skills and resources for K-12 educators

Digital literacy and emerging technology skills for educators

ICTC's [CyberBytes](#) initiative equips educators with the knowledge and hands-on skills they need to effectively incorporate emerging technologies into their classrooms and lesson plans. The program aids educators in digital literacy, digital design, and understanding emerging technologies like AI, space tech, robotics, and quantum computing so that they can prepare their students for the future with engaging and interactive classroom experiences.

Accessible cybersecurity curricula for schools

ICTC provides [comprehensive resources](#) to support K-12 teachers and administrators deliver cutting-edge emerging technology programs for students. Promoting interdisciplinary, cross-curricular approaches while fulfilling mandatory education standards, ICTC has established consistent achievement benchmarks and educational outcomes, ensuring technology education nationwide is accessible to all learners and educators.



It was a pleasure to welcome ICTC for an engaging session with our students exploring the current state of quantum computing in Canada. The discussions provided valuable insights into how programs can be developed on quantum systems and inspired thoughtful questions and curiosity among learners."

– Joel Flanagan, Teacher at Harrison Trimble High School,
Moncton, New Brunswick

Learning experiences for K-12 students

Canada's largest and longest-running cybersecurity competition for students

ICTC leads [CyberTitan](#), Canada's largest and longest-running cybersecurity competition for middle and high school students across the country. Students learn to defend against cyber threats and explore career paths in cybersecurity, helping to build a strong future digital workforce for Canada. The program promotes inclusivity by encouraging participation from all provinces and territories and ensures representation from diverse groups, including girls, Indigenous students, and individuals with disabilities.



Helping students develop skills for future digital careers

ICTC's [Focus on IT \(FIT\)](#) and [Middle Years Focus on IT \(MyFIT\)](#) are nationally recognized certificate programs that provide middle and high school students with valuable pathways and practical experiences to develop their IT and digital skills. After graduation, students are encouraged to seek industry work placements and further learning opportunities.

POST-SECONDARY STUDENTS

Bridging the education-workforce skills gap

ICTC has supported **24,233 post-secondary students** develop essential on-the-job skills for Canada's digital economy. With youth un- and under-employment reaching levels not seen since the start of the COVID-19 pandemic, investing in Canada's youth through work-integrated learning, placement incentives, and industry-informed digital upskilling is crucial for the country's future prosperity and its continued leadership in the global economy.

Work placements for post-secondary students

Real-world work experiences with businesses in Canada's digital economy

ICTC's Work-Integrated Learning Digital (WIL Digital) program supports post-secondary students by providing experiential learning opportunities. With the most in-demand jobs in Canada's digital economy constantly evolving, including being increasingly affected by automation, education alone is no longer enough to prepare graduates for the workforce. ICTC's work-integrated learning programs enable students to gain real-world experience with businesses in the digital economy, helping them stand out in a competitive job market and acquire the skills employers most need.

Experiential learning in cybersecurity

Canada's cybersecurity workforce faces increasing demand and a talent shortfall, with one in six positions remaining vacant. Alongside a notable lack of diversity—only 20% of the workforce identifies as women—there is an urgent need to expand and diversify Canada's cybersecurity talent pool. ICTC's Cybersecurity Training and Work Integrated Learning (CTWIL) pilot program offers post-secondary students who identify as women or non-binary access to mentorship, training, certifications, and hands-on learning opportunities that help bridge this gap.



Participating in the ICTC WIL project has been a transformative experience for me. I earned three valuable certificates, which significantly enhanced my technical expertise. The intensive mentorship experience, which continues to provide invaluable guidance and support, has been instrumental in building my confidence and honing my skills. This empowering journey culminated in a successful three-month internship where I can practically apply and further develop my newly acquired knowledge and abilities."

– Michelle Boutilier, Fredericton, New Brunswick

Industry-informed learning experiences

Preparing youth for the future of work with resume-boosting online courses

ICTC's portfolio of online learning courses, offered in partnership with leading organisations like Cisco and Microsoft, provides students with real-world, resume-enhancing experiences, certifications, and the digital skills most valued by employers. They support students participating in work-integrated learning placements to learn and earn simultaneously, ultimately helping them stand out in the job market with relevant, recognised credentials.



The courses at ICTC give a great introduction for what's to come in the future within these huge technology fields. The stuff I learned was very useful, and I really enjoyed the challenges presented in each course. Facilitators were also always available to help, which made me feel welcome even in an online setting. If you're looking to brush up your skills, or even get introduced to a certain industry, I would recommend taking ICTC's courses. They provide an easy and fast way to learn the most relevant information and can help you jump-start your career."

– Antono Barua, Toronto, Ontario

GLOBAL TALENT

Accelerating the growth of Canada's digital economy with skilled international talent

Skilled international talent drives Canada's economic growth. Immigrants make up 37% of Canada's ICT workforce, and this expanding pool of global talent is essential for addressing labour shortages and boosting innovation, especially in emerging fields such as software engineers and developers, data scientists, and cybersecurity specialists. Since 2017, ICTC has helped **7,343 experienced international ICT professionals** integrate into Canada's digital economy.

Connecting international ICT professionals to Canada's digital economy

Pre-arrival services: Connecting experienced international ICT professionals with Canadian employers before they arrive in Canada

ICTC's Global Onboarding of Talent (GO Talent) program connects ICT professionals with Canadian employers before they arrive in Canada as Permanent Residents. As a part of Immigration, Refugees and Citizenship Canada (IRCC)'s pre-arrival services for internationally educated professionals, ICTC's GO Talent offers support to professionals planning to bring their skills and experience to Canada. The program provides pre-arrival newcomers with sector-specific support, career events, and job search assistance.

“

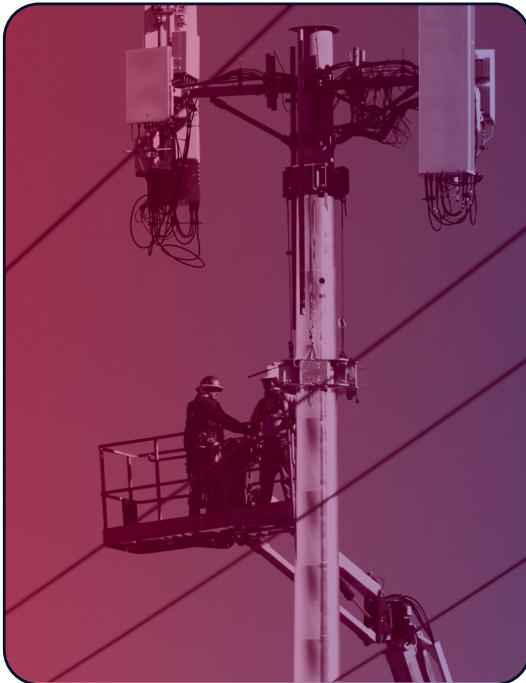
ICTC services played a crucial role in my journey to Canada by providing invaluable assistance in refining my resume and offering insightful webinars on navigating the ICT sector. The thorough review and revisions to my resume significantly enhanced its presentation, which ultimately contributed to my success in securing opportunities in Canada. Additionally, the informative webinar provided key insights into the Canadian job market, helping me better understand the landscape and effectively position myself for success. Overall, your services were instrumental in facilitating my transition to Canada, and I'm grateful for the support provided.”

– GO Talent program participant, Calgary, Alberta



OUR PROGRAMS

2 EQUIPPING CANADA'S WORKFORCE WITH IN-DEMAND DIGITAL SKILLS



In 2024–2025, ICTC advanced Canada's digital workforce readiness through targeted reskilling and upskilling initiatives crucial to the country's economic resilience. As global trade evolves, industries digitize, and the green transition accelerates, Canada faces both talent shortages in high-demand digital roles and widespread worker displacement due to automation and industrial change. Rapid, targeted training is essential to help workers transition into occupations that drive innovation and productivity. ICTC's efforts have equipped thousands of professionals with sought-after digital skills, addressing critical labour market gaps and empowering Canadians to remain competitive, adaptable, and ready to lead in an increasingly digital economy.

EXPLORE HOW ICTC IS:

- [Rapidly reskilling professionals into high-demand digital occupations](#)
- [Ensuring Canada's business leaders are AI-ready](#)

ICTC's 2024–2025 work to equip Canada's workforce with in-demand digital skills was supported by:



RESKILLING FOR CAREER TRANSITIONERS

Supporting professionals to transition into high-demand occupations in the digital economy

Rapid reskilling into high-demand digital jobs is more critical than ever as Canada navigates economic shifts, digital transformation, and labour market restructuring. Workers displaced by automation and changing industries need quick, targeted training to move into high-demand roles. Since 2019, ICTC has supported **1,339 career transitioners** to reskill into high-demand roles in the digital economy.

Rapidly reskilling professionals into high-demand digital occupations

Meeting the demand for digital infrastructure professionals

CTC's rapid reskilling model allows for highly responsive workforce interventions that make critical industry-led adjustments to labour market supply and demand.

In 2024-2025, ICTC's Beyond the Cloud initiative, supported by Upskill Canada (powered by Palette Skills), addressed an urgent demand for digital infrastructure talent by swiftly reskilling mid-career ICT professionals and assisting employers to upskill their existing staff. Through flexible training, job placement support, and data-driven methods to identify and fill skills gaps, over 600 professionals across Canada were helped to reskill into high-demand digital infrastructure roles such as cloud engineering, database administration, and DevOps.



The technology space is changing fast, and as a software engineer, I understand the importance of upskilling. ICTC helped me not only to grow my skills but also to develop my network. The industry capstone projects helped us apply the technical and soft skills we learn during the program by helping a business solve a specific problem."

– Tina Pham, Toronto, Ontario

UPSKILLING FOR PROFESSIONALS

Equipping professionals with the skills to navigate new and emerging technologies

In today's fast-changing digital economy, Canadian professionals need to be able to navigate new and emerging technologies to stay competitive and foster innovation. For business leaders, understanding artificial intelligence is essential for making informed strategic decisions, increasing efficiencies, and promoting growth. Recognizing this, ICTC has provided AI upskilling to **40,001 business leaders** across Canada, empowering them to use AI effectively during this era of digital transformation.

Ensuring Canada's business leaders are AI-ready

Artificial intelligence (AI) training for business leaders

ICTC's [Generative AI for Business Leaders](#) initiative is ensuring that Canadian professionals across all sectors have the skills they need to harness AI for productivity, innovation, and growth. With Generative AI projected to save workers up to 125 hours per year, Canada could see an 8% increase in productivity and add \$187 billion annually to the economy by 2030. However, only 37% of workers say their organization provides training on how to use AI. Upskilling to make sure Canada's business leaders are AI-ready is a crucial step to closing this gap.

OUR PROGRAMS

3

ACCELERATING BUSINESS GROWTH AND PRODUCTIVITY IN CANADA'S DIGITAL ECONOMY

Canada's digital economy thrives on two key drivers: talent and capacity. Businesses and entrepreneurs need access to the right people—skilled, adaptable talent that can fuel growth, scale, and productivity. For many small and medium-sized businesses and start-ups, developing these strengths can be challenging due to skills gaps, limited training, and scarce resources. ICTC helps overcome these challenges by connecting employers with top digital talent and providing the tools, insights, and support needed to build capacity for innovation and long-term success. Together, these efforts enable Canadian businesses and entrepreneurs to improve productivity, expand, and lead in the digital economy.

EXPLORE HOW ICTC IS:

- [Providing access to digital talent that fuels growth](#)
- [Supporting businesses to invest in employee development for innovation and productivity](#)
- [Equipping businesses with the capacity to retain top ICT talent](#)
- [Accelerating entrepreneurship for economic growth](#)
- [Providing tools, information and resources to help businesses succeed in the digital economy](#)

ICTC's 2024-2025 work to accelerate inclusive business growth and productivity in Canada's digital economy was supported by: _____



Employment and
Social Development Canada



Immigration, Refugees
and Citizenship Canada



Women and Gender
Equality Canada



TALENT

Connecting businesses to the talent they need for growth, scale, and productivity

Canada's digital economy relies on talent—and currently, the shortage is holding businesses back. A growing digital skills gap is impeding innovation and competitiveness. The solution is twofold: connect employers with in-demand talent and enable them to upskill and reskill their teams, building the capabilities that drive productivity, growth, and long-term success. Since 2017, ICTC has helped **9,836 small and medium-sized businesses** access the skilled talent needed for growth, scale, and productivity.

Providing access to digital talent that fuels growth

Connecting employers to top student talent

Through WIL Digital and CTWIL programs, ICTC empowers businesses to accelerate growth and productivity within Canada's digital economy by connecting them with top emerging talent. Wage-subsidized placements provide employers immediate access to students whose fresh perspectives, advanced digital skills, and innovative thinking help address urgent challenges, drive digital transformation, and create new opportunities for expansion.

Injecting industries with specialized expertise through global talent

Through ICTC's global talent initiatives, Canadian employers gain pre-arrival access to internationally educated ICT professionals—connecting businesses with highly skilled, job ready digital talent even before they arrive in Canada. Complementing this, post-arrival programming links employers to newcomers already settled in Canada, offering streamlined access to pre-screened, highly skilled ICT talent.



Students invigorate the year-round full-time employees. If you've been working for 25 years and you have engineering students that join you that are ultra comfortable with computer applications or the new best thing – they bring different experiences and perspectives, and they invigorate the organization as a whole."

– Jeff Lenehan, Founder of JIL Engineering, New Brunswick

Supporting businesses to invest in employee development for innovation and productivity

Unlocking employee talent through upskilling

Despite the clear link between skills investment and innovation, Canada has lagged in employer-sponsored training. ICTC's upskilling model supports businesses invest in employee development by recommending existing staff for personalized training tailored to their needs. The result is a significant boost to innovation, growth, and productivity in Canada's digital economy.



As a growing technology company, one of our team members participated in ICTC's program and successfully completed advanced training in key areas such as cybersecurity and Gen AI applications. This engagement has supported our internal capacity development and aligned well with our broader commitment to innovation and technical excellence. Programs like this provide companies like ours with access to relevant, industry-aligned training for mid-career professionals – helping to strengthen Canada's innovation economy."

– Nurul Ibrahim, CEO, Atlantiq AI, Newfoundland

Advancing women in leadership for a competitive advantage

Research shows that diverse leadership improves organizational agility and competitive edge—yet women make up only 34.8% of employment in Canada's digital economy, with even fewer in leadership roles. ICTC's Advancing Women's Leadership in Canada's Digital Economy program helps businesses grow, innovate, and increase productivity by diversifying their leadership teams, accelerating the hiring and promotion of diverse talent and encouraging inclusive innovation in Canada's digital economy.

CAPACITY

Growing business and entrepreneurial capacity for innovation and commercialization in the digital economy

Canadian small and medium-sized businesses face significant capacity challenges in adopting digital technologies. ICTC addresses these needs through programs that connect businesses to top ICT talent; initiatives and tools that strengthen business and entrepreneurial capacity, foster innovation, and support commercialization; and labour market intelligence that enables informed decision-making in a rapidly changing environment. Since 2019, ICTC has supported **10,265 small and medium-sized businesses and entrepreneurs** to build their capacity for growth and innovation.

Equipping businesses with the capacity to retain top ICT talent

Empowering Alberta businesses to compete, grow, and keep top digital talent

As Alberta's digital economy expands, employers report that nearly 60% experience retention issues, and half face recruitment challenges. ICTC's Digital Workforce Catalyst Alberta (DWCA) program tackles a key challenge in Alberta's growing digital economy: the ongoing loss of skilled ICT talent to other provinces. ICTC supports Alberta businesses with practical, expert-led tools and curated resources on recruitment, staff retention, organizational culture, leadership, DEI, and digital transformation—enhancing businesses' ability to retain top ICT talent, increase productivity, and support sustainable growth in Alberta's digital economy.

“*Digital Workforce Catalyst Alberta is a crucial investment to help our business community thrive, addressing challenges throughout the employee journey from recruitment to retention. We're dedicated to making Alberta the best place in Canada to live, work, invest, and grow a business. Initiatives like this reinforce our commitment to creating a vibrant business environment.*”

– The Honourable Matt Jones, Minister of Jobs, Economy, and Trade, Government of Alberta

Accelerating entrepreneurship for economic growth



Unleashing the full potential of women-owned enterprises

ICTC's entrepreneurship initiatives identify and support emerging innovators with the vision and drive to create new digital economy businesses. ICTC's Changing the Narrative program identifies and accelerates emerging women-led enterprises in Canada's digital economy. Offering mentorship from experienced leaders, knowledge-sharing, networking, and pitch events, the initiative empowers women entrepreneurs to launch ventures that both create talent demand and enrich Canada's digital economy.

LABOUR MARKET INTELLIGENCE

Providing businesses and policymakers with the information and data they need for strategic decision-making

To thrive in an environment shaped by rapid technological change, businesses need tools, insights and supports that enable growth and innovation. Through its portfolio of smart tools, interactive business assessments, and labour market intelligence, ICTC empowers enterprises to strengthen productivity, enhance sustainability, and make strategic decisions. ICTC also supports policymakers with the data and insights they need about Canada's digital economy to better invest in growth, business support, and workforce development.

Providing tools, information and resources to help businesses succeed in the digital economy

Smart tools for business capacity and growth

Canada's long-term economic growth relies on a strong, adaptable business sector capable of innovating, solving problems, and responding to rapid technological changes. ICTC's interactive tools for businesses provide employers with useful data and customised guidance to enhance diversity and inclusion, environmental sustainability, leadership effectiveness, and workforce planning. By helping businesses learn, adapt, create, and solve problems, these tools directly support growth and productivity, ensuring Canadian enterprises stay competitive in a rapidly changing global economy.

Explore ICTC's interactive tools for businesses:

- [Gender Equity in the Digital Economy: Generate a Business Strategy](#)
- [Sustainable ICT: Create a Plan to Design, Develop and Manage ICTs Sustainably in Your Business](#)
- [Equitable Leadership: Evaluate Your Organization's Leadership Structure](#)
- [Skills Mapping: Explore Skills in Demand](#)

Labour market intelligence: Data-driven insights for business, industry, and policymakers

In Canada's rapidly changing digital economy, access to timely and accurate labour market information is crucial for growth and competitiveness. ICTC's labour market resources equip stakeholders with the information and data they need to learn, adjust, and resolve issues in real-time. These tools offer vital information on employment trends, emerging skill needs, and sector-specific developments, enabling stakeholders to make informed decisions about recruitment, retention, training, investments, and strategic planning. By transforming complex labour market dynamics into practical knowledge, ICTC helps Canada strengthen its digital economy and compete in a rapidly evolving digital landscape.

Explore data and information about Canada's digital economy:

- [Digital Economy Employment Dashboard](#)
- [Labour Market Research and Insights](#)

CASE STUDY: Accelerating Business Growth and Productivity in Canada's Digital Economy

SCALING SMARTER: HOW STUDENT TALENT HELPED SIMPLYCAST COMPETE BEYOND ITS SIZE



The idea hit during one of the worst moments imaginable. SimplyCast founder Saeed El-Darahali was serving in the Canadian military when he got deployed to assess the 1998 Swiss Air crash – and quickly realized something was terribly wrong with how emergency teams were trying to communicate. He realized there weren't any cohesive communication tools for emergency response. So he decided to create them.

Fast-forward to today, and that crisis has become the foundation for a Nova Scotia-based company that's hired 39 students through ICTC's WIL Digital program and built what might be one of Atlantic Canada's most comprehensive marketing platforms.

The company's partnership with ICTC has been integral to this expansion. Students don't just handle routine tasks – they drive core product development work that directly impacts SimplyCast's competitive position.

Students bring insights the full-time staff might miss. A student from Congo develops use cases for African markets. Former pre-med students contribute healthcare-focused templates. When targeting universities, students suggest SMS over email because it's "quick and on the go." "We're not just giving them experience, but also getting input from them," El-Darahali says. "It's reciprocal – they're giving us value as well."

This diversity translates directly into business results. SimplyCast can now serve clients across different regions, industries, and demographics—expansion that would have been much more expensive using traditional market research and product development approaches.

The ICTC partnership has enabled SimplyCast to scale beyond normal resource constraints. They've optimized their structure around approximately three students per manager, creating efficient supervision while maximizing

productivity. Students often stay for multiple terms, reducing training costs while building institutional knowledge.

The results speak for themselves. SimplyCast has grown from emergency communication concept to comprehensive marketing platform serving provincial governments and private clients across multiple sectors. Students who graduate often list their SimplyCast experience prominently on resumes, demonstrating the quality of training they receive. Some students transition to full-time roles after graduation, creating a talent pipeline that reduces recruitment costs while ensuring cultural fit. Others bring their SimplyCast experience to other companies, extending the program's economic impact across Atlantic Canada's tech sector.

What started with a military officer witnessing communication failures during a national tragedy has become a case study in how ICTC partnerships can drive both business growth and employment opportunities, proving that strategic student engagement creates genuine competitive advantages.

The ICTC partnership has enabled SimplyCast to scale beyond normal resource constraints. They've optimized their structure around approximately three students per manager, creating efficient supervision while maximizing productivity. Students often stay for multiple terms, reducing training costs while building institutional knowledge.



Read more: [SimplyCast Partners with ICTC to Fuel the Future of Canada's Digital Workforce](#)

CASE STUDY: Accelerating Business Growth and Productivity in Canada's Digital Economy

FROM CLASSROOM TO COMMERCIALIZATION: HOW STUDENT TALENT IS FUELING ASENION'S STARTUP JOURNEY



Asenion (formerly Fairly AI), a Canadian AI startup in the Vector Institute's FastLane Community, has embraced student talent as a key driver of its innovation and growth. Through ICTC's partnership with the Vector Institute, the company has access to a pipeline of highly skilled, research-oriented students who contribute real value from day one.

"We're a startup, so there's always more to do than our internal resources can handle," explains Fion Lee-Madan, Technical Co-Founder and Head of Strategic Partnerships at Asenion. "Students helped us tackle projects we would've otherwise deprioritized, many of which directly supported our commercialization roadmap."

These students offer more than just technical support. "There's often a two-way learning exchange," says Fion. "While we train them on our project management and processes, they bring fresh perspectives, domain-specific expertise, and research insights that elevate our whole team's capabilities."

Over the years, Asenion has hired more than 15 work-integrated learning students, with several transitioning into permanent roles. "They already understand our systems by the time they graduate. There's no ramp-up required," she adds.

For students, the value is just as significant. Many come to startups like Asenion because they aspire to launch ventures of their own. The hands-on exposure to real-world AI challenges and startup dynamics gives them a unique edge. "They're smart, entrepreneurial, and ready to work," says Fion. "We don't teach

For Asenion, students hired into work-integrated learning placements have provided the bandwidth, technical insight, and innovative boost needed to bring ideas from concept to market faster—ultimately strengthening the company's commercialization efforts in the competitive AI landscape.

them AI from the ground up—they already bring that. What we give them is the chance to apply it meaningfully in a real product context."

For Asenion, students hired into work-integrated learning placements have provided the bandwidth, technical insight, and innovative boost needed to bring ideas from concept to market faster—ultimately strengthening the company's commercialization efforts in the competitive AI landscape.



Read more: [ICTC and Vector Institute Partner to Accelerate Canada's AI Talent Pipeline](#)



OUR PARTNERS



Government
of Canada



Employment and
Social Development Canada



Immigration, Refugees
and Citizenship Canada



Innovation, Science and
Economic Development Canada



Women and Gender
Equality Canada



Communications
Security Establishment

- ACE-WIL
- Accelerate Okanagan
- Aisha Group
- Alethea Health
- Association Edteq
- Arista Cyber Technologies
- Amazon Web Services (AWS)
- Ampere
- Authentic Education Consulting
- B4Brand
- Black Community Resource Centre
- Black Founders Network
- Blue Marble Academy
- Bow Valley College
- British Columbia Institute of Technology (BCIT)
- Canada Startup Association
- Canadian Women's Chamber of Commerce
- Calgary Economic Development
- Carleton University
- Cégep Garneau
- Centre of Excellence for Digital Innovation
- Centres of Excellence New Brunswick
- Centre Wellington District High School
- Centre for Ocean Ventures & Entrepreneurship (COVE)
- ChatterHigh
- Cisco
- City of Toronto
- C-Core
- CGI
- City of Mississauga
- CiviConnect
- Clean Foundation
- CMC Microsystems
- Cognizant
- COVE
- Collège Boréal
- Collège catholique Samuel-Genest
- Concordia University
- Conseil de l'innovation du Québec
- Coursera
- CryptoChicks
- Cyber Security Canada
- CyberLegends
- CyberStart
- Dalhousie University
- Développement économique de l'agglomération de Longueuil
- DigiBC
- Digital Alberta
- Digital Supercluster
- Downtown Niagara Falls Business Improvement Area
- Earl Haig Secondary School
- EC Council
- École secondaire catholique Marie-Rivier
- École secondaire De Lamothe-Cadillac
- École secondaire Jeunes Sans Frontières
- École secondaire publique Omer Deslauriers
- École secondaire Sainte Famille
- EMILI Canada
- Entreprendre ici
- Esplanade
- Evergreen Canada
- Excellence in Manufacturing Consortium (EMC)
- Fair Choice Learning
- Fédération des gens d'affaires d'Ontario
- Flat Bay Band
- Field Effect
- First Nations Technology Council
- Future New Brunswick
- Genoa Design
- Government of Alberta
- Groupe 3737



OUR PARTNERS

- Haltech Regional Innovation Centre
- HCL Technologies
- Women in Cybersecurity (WiCyS)
- Ignite Atlantic
- Indigenous Friends Association
- Interactive Ontario
- InspireTech
- Joint Economic Development Initiative (JEDI)
- Kelowna Chamber of Commerce
- Keyin College + Learning Labs
- KPMG
- Knowledge Flow
- La Chambre d'affaires des Femmes Entrepreneures et d'Industries (CAFEMI)
- La French Tech Toronto
- Lambton College
- Life Sciences Nova Scotia
- Logics Academy
- McAdam Middle School
- McGill University: Software Engineering Department
- McKenna Institute
- Microserve Ltd.
- Microsoft Canada
- Mila – Quebec Artificial Intelligence Institute
- Mount Royal Continuing Education
- NCR Canada Corp.
- New Brunswick Community College
- New Brunswick Department of Education and Early Childhood Development
- New Ventures BC Society
- Ninelrons Solutions Inc.
- Nova Scotia Community College
- Ontario Bioscience Innovation Organization
- Oceans Advance
- Old Scona Academic High School
- One North End
- PCL Industrial Management Inc.
- PEI IT Alliance
- Pembina Trails Early College
- Pinnguaq Iqaluit Makerspace
- Planet Hatch
- Platform Calgary
- Plato
- Prince George Chamber of Commerce
- Protexxa
- Propulsion Québec
- Quantum Algorithms Institute
- Queen's University
- Red River College Polytech
- Riipen
- Rogers Cybersecure Catalyst
- Science North
- Southern Alberta Institute of Technology (SAIT)
- Saurus Consulting
- Sikumiut Environmental Management (SEM)
- Siler High School
- SimplyCast
- Skills Samurai
- Solace Technologies
- Sophos Ltd.
- Startup Canada
- Students on Ice Foundation (SOI)
- Teck Resources
- Technovation Montreal
- Toronto Metropolitan University
- Toronto District School Board
- Tribe Network
- Université de l'Ontario Français
- University of Calgary
- University of New Brunswick
- University of Ottawa
- University of Waterloo
- Upskill Canada, Powered by Palette Skills
- Vector Institute
- Vehicle Transportation Innovation Centre
- Walmart Foundation
- William Lyon Mackenzie Collegiate Institute
- Women in Communications and Technology
- Women in Resource Development Corporation
- World Skills Employment Centre
- YMCA of Greater Toronto



LEADERSHIP TEAM



**NAMIR
ANANI**

President and CEO



**LISSA
MATYAS**

Vice President, Capacity
Building & Innovation



**HUGUETTE
CAMIRAND**

Chief Financial Officer



**ANNE
PATTERSON**

Chief Research and
Communications Officer



**D'ANDRE
WILSON-IHEJIRIKA**

Senior Director,
Program Design



**IMAN
YAHYAI**

Senior Director,
Industry and Ecosystem
Engagement



**SASHIE
STEENSTRA**

Director,
Workforce Solutions



**CAMELIA
MESTECANEAN**

Director,
Operations



**LISA
WOLFGRAM**

Executive Support &
Stakeholder Engagement



BOARD OF DIRECTORS

OFFICERS

CHAIR

JANET LIN

Senior Vice President and Chief
Information Officer – EQ Bank

VICE CHAIR

**DR. THOMAS P. KEENAN,
FCIPS, ICD.D, I.S.P., ITCP**

Professor – University of Calgary

TREASURER

JACK NOPPÉ

Strategic Advisor – Connected
Canadians

SECRETARY

JAMES HINTON

Founder, Lawyer, IP Strategist,
Patent & Trademark Agent

DIRECTORS

GARY DAVENPORT

Past President –
CIO Association of Canada

JAUVONNE KITTO

Co-Founder & CEO – Saa Dene
Group of Companies

SOUMEN ROY

Executive Director &
Country Head, Canada –
Tata Consultancy Services

NATIEA VINSON

National Technology
CEO – First Nations
Technology Council