



Appointment Committee for the Dean, Peter B. Gustavson School of Business

Committee Summary Report | April 2026

The Appointment Committee for the Dean, Peter B. Gustavson School of Business is pleased to recommend that Dr. Bruno Silvestre be appointed as Dean. Aligned with the Procedures for the Appointment and Reappointment of Deans (GV0450), the Committee bases its recommendation on a review of the candidate's CV and self-assessment, the criteria and objectives established by the Committee, the public presentation, interactions with Committee members (including a virtual interview and an in-depth, face-to-face interview), consultations with constituent groups over a two-day visit, and the detailed review of feedback submitted by faculty, staff and students.

Dr. Silvestre has over 20 years of experience in academic teaching, research and leadership. He has served in multiple leadership roles including Associate Dean, Strategic Partnership & Administration and Associate Dean, Professional Graduate Programs & Executive Education. Most significantly, he has a demonstrated record of achievement as Dean of the Asper School of Management over the past five years. He has raised the profile of the Asper School externally and stabilized it internally after a period of short-term deans. He has a proven record in fundraising and bringing people together. He is a collaborative servant leader, combining a strong ambition for his School with a clear recognition of the importance of collegial governance. He is a creative problem-solver who rallies others around a sense of opportunity and achievement.

Dr. Silvestre brings 15 years of experience in industry prior to switching his career to a full-time academic. In those roles, he negotiated and supervised joint ventures, including for the construction and operation of energy assets. He recognizes the challenges and benefits that come with ambitious projects in a variety of sectors and countries. He has published in many highly respected outlets, leveraging his role as a public academic, co-authoring articles on supply chain corruption, reforming Brazil's oil and gas regulations, and developing better, more sustainable business models in the Brazilian energy sector, while bringing, "the good, the bad, the ugly and the naïve" of privatization of electricity distribution in Brazil to light. He sees the promise of regeneration in so many aspects of life as we ourselves do.

Dr. Silvestre's career reflects a consistent focus on responsible management and inclusive development. He has partnered closely with Indigenous communities in Manitoba, including with the Norway House Cree Nation, Manitoba Keewatinowi Okimakanak and Treaty One Development Corporation, to formalize the Asper School's commitments to working closely with Indigenous Peoples while supporting the future of First Nations people and businesses. At Asper, Dr. Silvestre played a key role in establishing a Business and Indigenous Reconciliation Executive-in-Residence position while increasing the number of Indigenous staff, faculty and students at the School. This included developing and implementing the position of Director of Indigenous Business Relations to support the School's Indigenous Reconciliation



journey. Additional accomplishments include the creation of a new Canadian Indigenous Admission Category for Northern students, the development and implementation of a core Indigenous BComm course, and expanded financial support through scholarships and bursaries to Indigenous students. Notably, the number of Indigenous students pursuing business degrees at Asper has grown by more than 62% since 2020.

Through his research, Dr. Silvestre has demonstrated the value he places on scholarship, with over 16,000 citations on Google Scholar, including articles focused on sustainable supply chain management, sustainable innovation, and learning. He is the recipient of university-level teaching awards and has taught in BComm, MBA, EMBA, MSc and PhD programs at top business schools in North and South America, Europe, Asia and Israel. He has lived experience in how education can change lives and he has shown a firm commitment to action and experiential learning.

Dr. Silvestre has helped pioneer new programs, including co-chairing the design and implementation committee of the Master in Management – Technology, Innovation and Operations at the University of Winnipeg and leading the Master in Supply Chain Management and Logistics (MSCM) program at Asper. He exemplifies the scholar-teacher orientation that the Committee believes will fit well with the Gustavson culture.

At Asper, Dr. Silvestre has acted deliberately to broaden and deepen the School's efforts in diversity and inclusion. He gave many examples of inclusiveness and collegial governance in, for example, bringing collaborative research and funding opportunities to his faculty. Believing he can find the good in any situation, Dr. Silvestre knows he cannot achieve great things alone. At Asper, he is known for creating a flourishing, collegial and people-centred school environment where people are seen, heard and respected in contributing to the collective success. Dr. Silvestre is driven by identifying the potential in people and developing that potential to transform reality in an ethical and egalitarian way. Many colleagues at Gustavson highlighted his ability to inspire others. He articulated a fundamental belief that together, "We can do great things."

Feedback on Dr. Silvestre emphasized his strategic thinking and external orientation, while also recognizing his commitment to transparency and data-driven assessment of progress. He has the experience, track-record and passion to carry out the multifaceted aspects of a dean's role. The Committee believes his focus on listening, learning, improving and inspiring others while bridging differences fits Gustavson's, and the university's, strengths well. His references were very positive extolling the breadth and diversity of his experience as a leader, his strong scholarly stature, excellent administrative skill, calm and compassionate character, strategic vision, positive energy, and his ability to build trust and attract philanthropic support.

The Committee is confident that Dr. Bruno Silvestre's experience and strategic vision for the Peter B. Gustavson School of Business aligns well with the position profile and is pleased to recommend that he serve a five-year term as Dean.