



Chief Transformation Officer (CTO)

Job Description

Position: Chief Transformation Officer (CTO)
Reports to: Chief Executive Officer (CEO)
Status: Senior Leadership Position
Scope: National transformation, digital platforms, innovation and modernisation

Position Purpose

The Chief Transformation Officer (CTO) is a senior leadership role responsible for leading Lifesaving Society Canada's transformation agenda and converting strategic priorities into sustainable national operating capabilities. The CTO will oversee VITA (CRM), artificial intelligence, the digital landscape and training manuals, virtual training, and related transformation initiatives. The position reports to the CEO, operates with significant delegated authority, manages related budgets and vendors, and works across the Board of Directors, Management Team, Branches, committees and external partners.

Leadership Mandate

- Provide enterprise-wide leadership for LSC transformation initiatives, ensuring projects are coordinated, prioritized, resourced and aligned with LSC's strategic direction, programs and delivery models.
- Act independently within approved authority, escalating matters to the CEO or Board when they involve material strategic, financial, policy, privacy, security or reputational implications.
- Translate transformation strategy into clear roadmaps, implementation plans, governance structures, budgets, milestones, accountabilities and measurable outcomes.
- Serve as a bridge between national strategy and practical implementation across the National Office and provincial Branches.

Key Accountabilities

1. Transformation Strategy and Portfolio Leadership

- Lead and coordinate LSC's transformation portfolio, including VITA, AI, development, digital-resource modernization and virtual training.

- Establish integrated roadmaps, priorities, dependencies, milestones, risk controls and performance measures across transformation initiatives to include the subscription model.
- Identify opportunities to improve service delivery, operational efficiency, user experience, scalability, national consistency and revenue sustainability.
- Prepare recommendations, business cases and decision materials for the CEO, Management Team, Board and committees.
- Ensure transformation work reflects LSC's national structure, Branch realities, program standards and delivery model.

2. VITA (CRM) Platform Leadership

- Provide national operational ownership and product coordination for VITA through implementation, stabilization and ongoing evolution.
- Manage the VITA scope baseline, roadmap, backlog, release calendar, gap register and national decision log.
- Lead the relationship with the platform developer/vendor and other service providers, including requirements clarification, delivery coordination, issue escalation, defect management, testing, acceptance criteria, service performance and documentation.
- Coordinate Branch readiness, migration, launch planning, hyper-care, training, issue triage, adoption monitoring and communication with Branch VITA Leads and Data Stewards.
- Maintain disciplined national change management for requests affecting shared data, workflows, permissions, reporting, integrations, configuration, scope and cross-Branch operations.
- Coordinate data governance and reporting, including data definitions, controlled values, data-quality measures, duplicate-management rules, reporting definitions and dashboard-access governance.
- Oversee VITA policies, business rules, user guides, role-based training materials, Branch toolkits, job aids, FAQs, release communications and other adoption resources.
- Ensure access and permissions are governed through an approved role-permission model, appropriate authorization, periodic review and segregation-of-duties controls; the CTO is accountable for business governance of access, not unrestricted technical control by a single individual.
- Coordinate privacy, security and compliance processes with the designated privacy/compliance resource and ensure risks are appropriately identified and escalated.
- Develop costed recommendations for post-implementation enhancements, support, staffing, funding and the long-term role of VITA in LSC's digital architecture.

3. Artificial Intelligence

- Develop and lead an LSC approach to responsible AI adoption that supports operations, program delivery, service quality and organizational capacity.
- Identify, assess and prioritize practical AI use cases, including opportunities to streamline work, improve knowledge access and support decision-making.
- Establish appropriate governance, risk, privacy, security, human oversight and change-management practices for AI use.

- Build organizational AI literacy through guidance, training and practical support for staff and volunteers.
- Monitor emerging AI capabilities and recommend investments, pilots and policies appropriate to LSC.

5. Digital Landscape and Training Resources

- Lead the development of an integrated digital landscape for access to LSC resources and manuals.
- Oversee approaches to digital access, permissions, security, fees, version control and distribution of training and operational resources.
- Work with program leaders and Branches to ensure digital resources are current, accessible, practical and aligned with national standards.
- Identify opportunities to reduce duplication and improve the discoverability and management of national digital content.

6. Virtual Training and Online Learning

- Lead the development and expansion of virtual training and future online course offerings.
- Coordinate platform requirements, online registration, fee models, learner experience, training resources and operational support.
- Work with relevant program experts, Branches and committees to ensure virtual delivery supports LSC standards and complements existing delivery channels.

7. Governance, Stakeholder and Change Leadership

- Work directly with the CEO, Board of Directors, Management Team, Branches, commissions/committees and project groups on transformation priorities.
- Prepare clear reports, recommendations, dashboards, risk updates and decision materials for governance and management audiences.
- Maintain appropriate governance artifacts, including RACI/accountability frameworks, risk and issue registers, change logs, decision logs, policies, SOPs and project records.
- Lead organizational change, communications, training and adoption activities so that new systems and operating models are understood and used effectively.
- Build strong working relationships across LSC while respecting Branch operational responsibilities and national standards.

8. Financial, Vendor and Resource Management

- Develop and manage budgets for the transformation portfolio and its component initiatives.
- Monitor expenditures, forecasts, contracts and financial performance; identify variances and recommend corrective action.
- Lead procurement and vendor/service-provider relationships within delegated authority, with clear deliverables, service expectations and accountability.
- Assess resource and staffing requirements and recommend sustainable operating models for transformation functions.
- Ensure projects have realistic costs, timelines, ownership, risk controls and measures of success.

Qualifications and Experience

- Progressive leadership experience in organizational transformation, digital modernization, technology-enabled service delivery, operations or a related field.
- Experience leading complex cross-functional initiatives involving multiple stakeholders, competing priorities and organizational change.
- Experience with CRM or enterprise platforms, vendor management, implementation, stabilization and continuous improvement.
- Experience developing and managing budgets, business cases, contracts and multi-year investment plans.
- Working knowledge of AI opportunities, governance and responsible adoption in an organizational setting.
- Experience working with senior management, boards, committees and governance processes.
- A relevant post-secondary credential or an equivalent combination of education and senior-level experience.
- Demonstrated knowledge of Lifesaving Society Canada, its programs, national/Branch delivery model and stakeholder environment is preferred.
- Knowledge of French, both written and spoken, is an asset.

Core Competencies

- Strategic leadership: connects long-term direction to practical execution and measurable outcomes.
- Independent judgement: makes sound decisions within delegated authority and knows when escalation is required.
- Transformation leadership: leads people, process and technology change across complex stakeholder environments.
- Program and project leadership: manages interdependent initiatives, risks, timelines, resources and decisions.
- Relationship management: builds trust with the Board, Management Team, Branches, committees, vendors and partners.
- Financial acumen: develop budgets, evaluates investments and manages resources responsibly.
- Digital and data literacy: understands CRM, digital platforms, data governance, AI and online service delivery.
- Communication and change leadership: explains complex issues clearly and builds readiness, training and adoption.

Key Relationships

- Internal: CEO; Board of Directors; Management Team; National Office staff; provincial Branches; commissions, committees and project teams.
- External: technology vendors and developers; consultants; service providers; training and digital partners; other stakeholders as assigned.

Initial Priorities

- Assume leadership of the remaining VITA implementation, transition and stabilization work, with a structured handover from current project leadership.
- Confirm an integrated transformation roadmap, governance framework, budget and reporting cadence across VITA, AI, digital resources and virtual training.
- Establish clear decision rights, risk controls, vendor accountability and Branch engagement mechanisms for transformation initiatives.
- Develop practical recommendations for the long-term operating model and resource requirements for LSC's transformation portfolio.

Work Environment

The position operates in a national, collaborative environment and will require participation in meetings with the Board, Management Team, Branches and committees. Our national employees work from home on a four-day work week schedule. Some travel, evening and weekend work may be required in support of national activities, implementation milestones and governance meetings.

About Us

The [Lifesaving Society Canada](#) is a national not-for-profit organization operating under a federated model, with a national office, 10 provincial/territorial Branches and numerous committees that work together to advance our shared drowning prevention mission.

The Society works to prevent drowning and water-related injury through its training programs, Water Smart® public education, aquatic safety management services, drowning research and lifesaving sport. Annually, over 1,500,000 Canadians participate in our swimming, lifesaving, lifeguard and leadership training programs. As Canada's lifeguarding expert, the Lifesaving Society sets the standard for aquatic safety and certifies Canada's National Lifeguards.