

Innovative **Excellence**



SAMUEL
GROUP

Samuel Associates

A non-partisan government relations firm and strategic consultancy.



Government Relations & Strategic Consulting

With a deep understanding of the government policymaking process and insights into what motivate and drives politicians, key departments, and agencies to make decisions that implement government action, we help our clients engage public office holders, senior government officials, and military and national security leaders.

We also develop and execute successful Enterprise-level Government Relations Plans. Our firm utilizes the four-corners approach to customize a strategic Canada Campaign for each client. We aim to advance and implement a unified communications strategy directed at the right target audiences with effective clear-cut messages.



Government Contracting & Defence Procurement

Our firm assists clients in identifying opportunities and pursuing federal government contracts. We provide a complete approach to clients by designing comprehensive campaign plans and capture strategies seeking to win a specific bid. Our 25 senior associate experts provide insight, knowledge, and strategic guidance at each stage.

Our firm covers the full spectrum of expertise from National Security agencies, Army, Navy, Air Force, Special Forces, Cyber and Space Armed Services, including NORAD and NATO. We help clients fulfill their federal policy objectives on GBA+, Gender, Equity, Diversity and Inclusion, Indigenous Reconciliation, and Industrial Technological Benefits (ITBs).



ESG Consulting & Market Advisory Services

Many of our ESG Consultants have been the architects and implementers of ESG and Equity, Diversity, Inclusion and Accessibility (EDIA) policies within federal government departments and specialized operating agencies. As a trusted advisor to over 80 leading Canadian and international clients, let our associate experts take your business to new heights through our Market Advisory Services.



Indigenous Business Engagements & Economic Partnerships

We believe that engaging Indigenous Communities to advance mutually beneficial business and economic development opportunities is essential to the well-being of our economy today and tomorrow. We work with clients and the potential clients of Indigenous Communities in the pursuit of direct business relationships, joint ventures, and other commercial partnerships.

Samuel Technologies

Specializes in international technology transfers to Canada, business acquisitions and dispositions, and integrated digital solutions.



Tech Market Advisory Services

Samuel Technologies works with international technology partners and companies from the U.S., Europe, and Asia to validate, market and demonstrate Information Technology (IT) and Information Management (IM) solutions to Canadian government customers and commercial industry purchasers. Our experts provide end-to-end business solutions.



Business Transitions & Acquisitions

We assist with business acquisitions and dispositions of various forms and complexities. We work with companies of all sizes, industries, and sectors. We diligently guide clients through the complexities of structuring, negotiating, and executing these transactions which are amicable and maximizing benefits for all parties involved.



Digital Strategies & Development

Our Integrated Digital Marketing Strategies combine seamless and multi-dimensional communications with interactive experiences for targeted audiences to optimize our client's messaging and marketplace brand awareness. We provide our clients with a full suite of Digital Services customizable to suit each client's business requirements and circumstances.

Samuel People

A human resource strategy, training and professional development company, which supports Public-Private Sector executives.



Executive Business Development Mentoring

Samuel People is a human resource strategy, training and professional development company, which supports Public-Private Sector executives.

Our Executive Business Development Mentoring is recommended for individuals who seek to advance in their professional careers as industry leaders. This program will optimize your performance while maintaining balance.

Following a proven Five-Step Process, our clients undergo an intensive program with a focus on executive self-management, personalized planning, behavioural change, accountability and achieving results.



Public Sector Transitioning to Private Industry

We assist individuals who are transitioning from elected office, political appointments, or senior political staff and are looking to establish a new career path in the Private Sector.

We recognize that your time spent and skills gained serving your Constituents, Political Party and your country are of high value, we help transition your skillset and experience to the Private Sector.

Making the step from the Public Sector to other Sectors requires planning, courage, and a support network to assist with your successful transition. We work with you at each step of the process.



Public Safety & Military Veterans

We assist retiring Public Safety, Police, and Military Officers who have served Canada for many years, and now desire to reposition their career skills and experience in the Private or Public Sectors. Our Professional Development Specialists have successfully transitioned out of uniform and into their professional roles. They use their skillsets and expertise to guide clients into a successful civilian life transition while maintaining their links to the broader Veteran community.



Government Career Advancement

Our Government Career Advancement Program is designed and recommended for Public Servants who are seeking to advance their career within their home organization, or desire to move across different government departments or agencies to enhance their career experience. Our Program may also be used by individuals who are retiring from their government position and wish to seek post retirement opportunities as a Government Contractor.

Policy Insights Forum

A non-partisan Canadian NGO, focusing on strategic over-the-horizon public policy matters, and decision-making, through independent research, analysis and engagement.



The Strategic Thinkers Series

The PIF hosts the Strategic Thinkers Series where we dive deep into discussions with forward-thinking authors, leaders, and academics to discuss future strategic policy implications for Canada, its Allies, and Partners.

Our unique platform brings together the Public, and Private Sectors, NGOs and Academia.



NATO-Private Sector Engagements

The Policy Insights Forum brings together Industry leaders and NATO senior-level officials to discuss emerging defence opportunities, procurement, and other areas of collaboration with Allied Nations and private Industry.

The PIF hosts engagement visits to NATO Headquarters in Brussels on a regular basis.



Summits, Conferences & Roundtables

We facilitate meaningful Canadian public policy discussions regarding national defence, international relations, emergent disruptive technologies, climate change and the economy.

We host Conferences and Roundtable Events with prominent organizations, subject matter experts and government officials.



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About

The Samuel Group is a private Canadian holding company with a diverse portfolio of businesses, which include Samuel Associates, Samuel Technologies, Samuel People and the Policy Insights Forum.

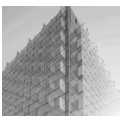
We advise leaders and organizations in navigating Private and Public Sector over-the-horizon issues, opportunity development and policy direction.

The Samuel Group is headquartered in Ottawa, Canada, operates globally and services organizations of various industries and sectors.



VISION

Influencing Canada's tomorrow by Inspiring its Leaders of today.



MISSION

To help our Clients reach their full potential through real and demonstrated results.



VALUES

Applying integrity, ethical conduct, and innovative excellence in all our activities.

Visit Our Website

