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About Me: Kent Bruyneel works as a Senior Instructional Designer, developing learning material focused on the learning needs of large professional services firms, as well as in the Faculty of Business at UPEI. Kent, a Chartered Professional Accountant, also holds a BBA from UPEI and a Masters of Publishing from Simon Fraser University. With his wife, Dr. Shannon Bruyneel, he runs a strategic consulting firm - the Eastsizing Company - that focuses on social actionable research. Since 2001, he has published Forget Magazine, one of the oldest and most influential literary magazines on the internet. He has also advised many politicians, businesses, and non-profits on strategy, content, and messaging; and edited many of the leading writers in Canada.