

Brock Lalla

Director of Business Development

Vancouver, Canada | [LinkedIn](#)

Economist and business development lead with a background in economic advisory, investment attraction, and tech sector growth across Canada. Currently building AI-assisted sales tooling and automated prospecting at OTH Security.

EXPERIENCE

Pro Bono Technology Consultant Aug 2026 — Present
Local Church-Run Food Bank *Burnaby, BC*
Designing and deploying a client tracking application to replace a dated spreadsheet system for a food bank serving nearly 3,000 people annually. The goal is faster check-in, more reliable household tracking, and cleaner data for grant applications.

Various Roles Apr 2026 — Present
The Way Church *Vancouver, BC*
Facilitate weekly Alpha discussions for guests exploring their faith and lead a small group working through Sunday teachings. Serve on the Safety and Support team, connecting the church community with residents of the Downtown East Side.

Director of Business Development Sep 2025 — Jul 2026
OTH Security *Vancouver, British Columbia, Canada*
Designed and launched an automated M&A cybersecurity due diligence service with the CEO, including the pitch package and go-to-market strategy for mid-market private equity firms. Built lead-generation dashboards with Claude Code and Python for ICP-based prospect discovery from startup funding announcements. Revived a dormant partnership channel into a \$250K per year pipeline and secured \$400K+ in additional engagements, and overhauled the proposal framework so most low-cost assessments converted into six-figure projects.

Investment Attraction Advisor, British Columbia Oct 2024 — Sep 2025
Invest Alberta Corporation *Vancouver, British Columbia, Canada*
Grew the investment pipeline from \$0 to over \$3 billion across 18 opportunities by targeting BC companies that could benefit from expanding to Alberta. Hosted executive dinners and roundtables for 10+ Metro Vancouver companies at a time, and secured 5 articles and a radio interview that prompted a response campaign from the BC Business Council. Also provided over 35 referrals to partners outside the agency's mandate.

Sector Development Lead - High Tech & Innovation Nov 2023 — Oct 2024
Invest Vancouver *Vancouver, British Columbia, Canada*
Managed a pipeline of international investment opportunities valued at over \$600 million, mostly multinational tech firms and scale-ups setting up R&D and technical support offices. Provided business intelligence analyses on regional economics, deal flows, and incentive programs for senior executives. Represented Metro Vancouver's tech sector as a panelist and presenter at conferences across Asia and Europe.

Co-Chair, BC Deals Advisory Social Committee Jan 2022 — Nov 2023
PricewaterhouseCoopers LLP *Vancouver, BC*
Organized social events for over 80 staff and partners across Deals Advisory, including snowshoeing and kayaking outings. Ran two firm-wide bowling events for over 170 staff and partners.

Senior Associate, Economics & Policy Practice Apr 2021 — Nov 2023
PricewaterhouseCoopers LLP *Vancouver, British Columbia, Canada*
Delivered advisory work for senior leadership across tech, insurance, education, life sciences, utilities, natural resources, and gaming, covering economic impact analysis, econometric modelling, and litigation support. Served on core teams for 30 engagements, and follow-on work made up 20% of practice revenues. Led an 18-month internal project to build and launch an in-house economic impact model used across Canada.

Graduate Teaching Assistant Aug 2019 — Apr 2021
Simon Fraser University *Burnaby, British Columbia, Canada*

Credit Risk Manager, Global Risk Management May 2018 — May 2019
Scotiabank *Mississauga, Ontario, Canada*
Adjudicated over 25 credit applications a day, including revolving credit, personal loans, and mortgages, with total borrowing above \$3.5 million. Managed credit for International Private Banking clients with asset bases above USD \$250,000, working within retail credit policy and OSFI regulations.

Lending Solutions Associate May 2017 — Aug 2017
Scotiabank *Mississauga, Ontario*

Scheduling and Quality Assistant Jun 2015 — Sep 2016
Samuel, Son & Co. *Hamilton, Ontario*

EDUCATION

Simon Fraser University <i>Master of Arts - MA in Economics</i> GPA 4.04 / 4.33, graduated with High Distinction	Aug 2020
Lang School of Business and Economics - University of Guelph <i>Bachelor's Degree in Bachelor's of Commerce (Management Economics and Finance)</i> GPA 3.8 / 4.0, graduated with High Distinction. Dean's List 2015-2018. Mark Eglington & Family Scholarship (2017). Dean's Scholarship (2016 & 2017), awarded to the top 25 commerce students.	Jun 2018

CERTIFICATIONS

Next Level Leadership , UBC Sauder Executive Education	Mar 2025
2017 Dean's Scholarship , Julia Christensen Hughes, Dean of the College of Business and Economics	Nov 2017
Finance Honours Society , Department of Economics and Finance	Oct 2017
Mark Eglington & Family Scholarship , The Department of Economics and Finance	Oct 2017
Dean's Honour List , Dean of the College of Business and Economics	Apr 2017
Dean's Honours List , Dean of the College of Business and Economics	Dec 2016
2016 Dean's Scholarship , Kerry Godfrey, Acting Dean of the College of Business and Economics	Nov 2016
Dean's Honours List , Dean of the College of Business and Economics	Apr 2016
Dean's Honours List , Dean of the College of Business and Economics	Dec 2015
Leader's List , College of Business and Economics Students' Association	Nov 2015
Dean's Honours List , Dean of the College of Business and Economics	Apr 2015

SKILLS

Business Advisory Services · Business Development · Sales · Lead Generation · Strategic Partnerships · International Business Development · Market Intelligence · Market Analysis · International Relations · Customer Relationship Management (CRM) · Keynote Speaking · Project Management · Project management · Forecasting · Trend Analysis · Business Insights · Microsoft PowerPoint · Management Consulting · Organization Skills · Customer Service · Communication · Teamwork · Leadership · Time Management · Inventory Control · Microsoft Word · Quick Study · Problem Analysis · Microsoft Excel · Dedicated · Adept problem-solver · Excel Macros · Visual Basic · Passion · Success Driven · Challenge Driven · VBA · Stata · Statistics · Statistical Software · Video Production · Economics · Finance · Statistical Inference · R · LaTeX · Risk Management · Statistical Modeling · Decision-Making · GenAI prompt engineering · Claude Code · Claude · ChatGPT · DeepSeek · Power Pivot · Power Query · Microsoft Office (PowerPoint, Word) · PitchBook · Gazelle · Microsoft Dynamics · Salesforce · HubSpot · Tableau · Power BI · Bloomberg · SAP Concur · Capital IQ · Refinitiv Workspace · Infralogic · IBISWorld · Photoshop · Illustrator · Python · SQL · MATLAB · Econometric Modelling · Business Case Development · Go-to-Market Strategy · Stakeholder Management · Executive Presentations · Change Management · Process Improvement · AI-Enabled Automation