



BAYVIEW GLEN

Distinguished Alumni Award



The 2021 Bayview Glen
Distinguished Alumni Award
is presented to:

J-M ERLENDSON '03

The 2021 Bayview Glen Distinguished Alumni Award is presented to J-M Erlendson '03. Through this award, the Bayview Glen Alumni Association honours and acknowledges J-M's success and passion in his chosen field.

J-M Erlendson graduated from Bayview Glen in 2003, and is an internationally-recognized process engineering expert, a successful arts entrepreneur and a highly accomplished professional musician. He attended the University of Toronto for Manufacturing and Process Engineering, earning a Bachelor of Applied Science (BASC) and Master of Engineering (MEng). During this time, he was also recognized with multiple awards, including the prestigious Chalmers Award for Engineering Design and Best Vocal Group (Mid-Atlantic) at the International Competition of Collegiate A Cappella (ICCA). He also became interested in entrepreneurship in engineering and the arts, earning his ELITE Certificate in Engineering Leadership and Entrepreneurship, also from U of T.

Before graduation, he already had a job in hand at CGI in their Management Consulting group, supporting process design and management. He also founded a startup music production company, Countermeasure Music Inc., which has become a major part of his career. The following year, he founded a charity and international music festival,

SING! The Toronto Vocal Arts Festival, which draws tens of thousands of attendees each year to Toronto (and online), and has been named a Top 100 Festival by Festivals and Events Ontario (FEO) six times.

Today, J-M works as a Transformation Engineering Lead for Software AG, a major German software vendor. He still specializes in Process Engineering, and travels the world working with the company's strategic clients, helping them integrate best practices into their way of working. He is a frequent speaker at major international conferences, including "The Business Transformation & Operational Excellence World Summit", "Operational Excellence in Financial Services", and "Building Business Capability". Meanwhile, Countermeasure Music Inc. has grown into a busy and successful a cappella service and production company, touring groups around the world, creating custom music for major corporations and licensing its music for radio, television and web-content.

Outside of work, J-M and his wife, Elana Steingart, are busy singing, touring and recording with Countermeasure, and their videos have received more than a million views online. Their most recent album, "Guest Sessions" features multiple GRAMMY and Juno-winning artists alongside their original a cappella music.