



# Yang (Nic) Ma

Lead Instructor

**Employer Training Canada**

Practitioner instructor — hands-on SMB workplace experience since 2012

Founder, Playheads Creative Ltd. (digital operations consultancy)

Independent CDAP Digital Advisor (ISED, 2022–2025)

## Biography

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Yang (Nic) Ma is the Lead Instructor at Employer Training Canada, designing and delivering live online cohort training on job-related digital workflow skills for restaurant, fitness, marketing-agency, and professional-services teams across British Columbia.

### Teaching focus

Nic teaches job-related digital workflow skills for current workplace roles: AI-assisted workplace drafting with human review standards, customer communication routines, CRM record-keeping and follow-up routines, workplace content drafting, local business information maintenance, and role-based SOP documentation. Cohorts are designed around skills participants apply directly in their current roles.

### Professional practice

Nic founded Playheads Creative Ltd. in 2012 and has worked with more than 300 small and mid-sized Canadian businesses since then. His hands-on work includes documenting customer-communication routines, CRM record-keeping processes, AI-assisted drafting standards, workplace content workflows, and operational SOPs for in-house teams. Sectors include hospitality, fitness, marketing agency, and professional services.

### Background credentials

Nic served as an independent Canada Digital Adoption Program (CDAP) Digital Advisor (Innovation, Science and Economic Development Canada / ISED), listed in CDAP records under his legal name "Ma, Yang," from June 2022 through the program's closure in March 2025. Through Playheads Creative Ltd., he provided independent digital strategy advisory services to Canadian SMBs under the program's "Boost Your Business

Technology" stream. CDAP focus areas registered with ISED included Operations (process automation), Marketing/Sales/Inventory management, Customer service, Analytics, Communications, Financial services, Research and development, and Cyber security. Delivery footprint: virtual across Canada; in-person across British Columbia.

## Teaching approach

Every worksheet, SOP, and template participants take home is derived from workflow systems Nic has documented across in-house teams. The goal of each cohort is participant skill development and concrete work outputs they can use in their current role.

## Credentials and professional background – reference table

Background credential	Independent CDAP Digital Advisor (ISED, June 2022 – March 2025)
Credentialed entity (CDAP record)	Playheads Creative Ltd. – Digital Advisor: Ma, Yang
CDAP-registered focus areas	Operations (process automation); Marketing/Sales/Inventory management; Customer service; Analytics; Communications; Financial services; R&D; Cyber security
CDAP-registered customized services	Women; Newcomers to Canada; Racialized persons
CDAP-registered delivery footprint	Virtual: all provinces and territories of Canada. In-person: British Columbia.
Years of SMB workplace practice	Since 2012 (founded Playheads Creative Ltd. that year)
Sectors served	Hospitality, fitness, marketing agency, professional services
Playheads Creative Ltd. – engagements	300+ small and mid-sized Canadian businesses since 2012 (founder & principal)
Workplace practice areas	AI-assisted workplace drafting standards, customer communication routines, CRM record-keeping processes, workplace content workflows, SOP documentation, role-based operational systems
Public profile	LinkedIn: <a href="https://www.linkedin.com/in/[handle-TBD]">linkedin.com/in/[handle-TBD]</a> · Website: <a href="https://employertraining.ca/instructors/">employertraining.ca/instructors/</a>
Reference document on file	CDAP Digital Advisor profile from official records – included as Appendix A on the following page

## Name variations across documents

This person's name appears in three forms across different documents and contexts:

**"Yang (Nic) Ma"** — legal name with chosen English given name in parentheses (Western convention used in this document and across formal Employer Training Canada materials).

**"Nic Ma"** — public-facing professional name used on Employer Training Canada's website, LinkedIn, and informal correspondence.

**"Ma, Yang"** — Canada Digital Adoption Program records (alphabetized "Last, First" format).

**All three refer to the same individual.** The variations are documented here for clarity if name forms appear inconsistent across referenced materials.

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Document version: v2.1 · 2026-05-21 · Lead instructor for current cohort programs. Detailed portfolio and references available to qualified employers on request.

## CDAP Digital Advisor Profile (Reference)

Below is the record from the Canada Digital Adoption Program (CDAP) Marketplace, showing Yang (Nic) Ma's registered status as a Digital Advisor under the program's *Boost Your Business Technology* stream during its operational period (June 2022 – March 2025). The role was registered through **Playheads Creative Ltd.** (the credentialed advisory entity) with **Ma, Yang** as the named Digital Advisor. This appendix is included as a reference for the practitioner background described earlier in this document.

The image shows a screenshot of a profile page from the Canada Digital Adoption Program Marketplace. At the top left, there are logos for the Government of Canada and the Government of Canada in French. At the top right, there is a logo for the Canada Digital Adoption Program. The main heading is "Playheads Creative Ltd." Below this, there is a list of details:

- Address:** 7911 Alderbridge Way #210, Richmond BC V6X 2A4
- Industries:** Professional, scientific and technical services
- Digital advisor:** Ma, Yang
- Email:** [info@playheads.ca](mailto:info@playheads.ca)
- Phone number:** (604) 720-5561
- Website:** <https://www.playheads.ca/>
- Areas of focus:** Analytics, Operations (incl. robotics/AI, process automation), Financial services, Research and development, Communications, Customer service, Marketing/Sales/Inventory management, Cyber security
- Customized services for:** Women, Newcomers to Canada, Racialized persons
- Delivery Methods:**
  - Virtual** (Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Northwest Territories, Nunavut, Ontario, Prince Edward Island, Quebec, Saskatchewan, Yukon)
  - In-person** (British Columbia)

**Source:** Canada Digital Adoption Program Marketplace · Image archived from the official CDAP records.

**Identity reference:** The profile shows the advisory entity as **Playheads Creative Ltd.** (the corporate entity registered with ISED to deliver CDAP advisory services), and the Digital Advisor as "**Ma, Yang**" — the same individual referred to as **Yang (Nic) Ma** in this document and as **Nic Ma** on Employer Training Canada's public materials. See the Name Variations section earlier in this Bio.

**How this background informs current teaching:** The CDAP-registered practice areas — Operations (process automation), Marketing/Sales/Inventory management, Customer service, Analytics, Communications — are the same workplace areas Nic teaches in current cohort programs as job-related digital workflow skills.