

BUSINESS INNOVATION SYMPOSIUM (E6)  
New Space and New Science (3)

Author: Ms. AZAM SHAGHAGHI  
Space Tourism Society Canada, Canada, PRESIDENT@STS-CANADA.CA

Ms. Mehrnoush Jen Zomederies  
Canada, mzomededer@gmail.com

NEW SPACE: CHRIS HADFIELD'S LEADERSHIP TRANSFORMATION & REBRANDING OF  
SPACE**Abstract**

What happens when a scientist or an engineer shares their knowledge with the world? Canada's most accomplished astronaut and the only Canadian to commend the International Space Station (ISS), New York Times bestselling author, Twitter and YouTube Sensation and top Reddit AmA showed the other entertaining facet of space to the general world audiences. Since evolving of the space arena, the first human in the orbit, the first walk on the Moon, the first private citizen in the space, many players (private and public) have come on board to be part of the global space age, yet many barriers stand in front of the entire industry for the ultimate "Space Settlement". Social, economic, technological, and political barriers are the main focus of this conflict. However, in a span of less than six months the world viewed a rapid transformation in the public knowledge of space through a new leadership effectiveness. Despite a global influence, Chris Hadfield achieved the most recognizable and solid marketing and leadership strategy on a global scale towards the space and ISS, created a New Space. The Canadian Space Agency effectively immediately applied changes to adopt the new stream of public interest, despite the political agenda, as a result of which Canada's role in the ISS became significantly visible, therefore a profound shift in approaching goals in the space industry was accomplished.

Analyzing and observing the rapid change as a result of the leadership transformation, this has provided an opportunity to spin-off this rebranding innovative strategies by Chris Hadfield. In order to successfully leverage this rebranding and repositioning technique in the public view of the space, for more sustainable space development as well as economic, financial, and engineering breakthroughs a set of pertinent analysis, case studies and tools are presented. These include the importance of social media, marketing, PR and common misperceptions. An overview of social media power -in publicity and marketing- and the relevance of it to the leadership is also provided.