



FALL 2020 EDITION

THE TOP 100 CANADIAN PROFESSIONALS

FEATURING NAFSIKA ANTYPAS



Nafsika Antypas is the host of the popular *A&E* series, *Plant-Based by Nafsika*, the first and only mainstream vegan lifestyle TV show. We sat down with her to learn more about her mission to bring veganism to the mainstream.

-Story on Page 8



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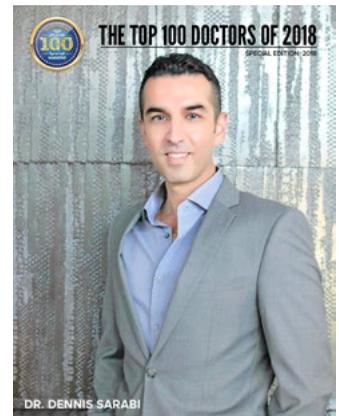
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The staff of *The Top 100 Magazine* would like to express their gratitude for having the privilege of working with the brightest, most accomplished and esteemed professionals in Canada.

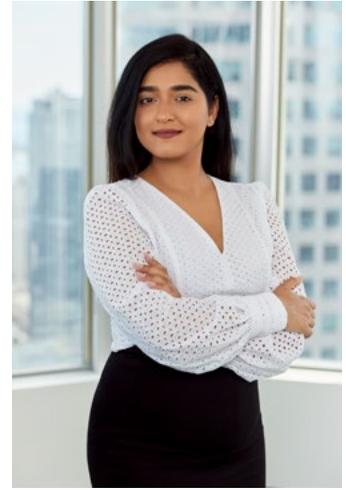
Through the combined efforts of our account directors, writers, production staff, and artists, as well as the cooperation of everyone who is featured in this extraordinary edition, I believe we are presenting one of our finest publications to date.

I know that our readers will be equally impressed by these stories and appreciate the tremendous fortitude, dedication, and perseverance of these individuals, along with the many sacrifices they have made in the pursuit of their dreams.

It is my sincere wish that each and every one of these amazing professionals continue to experience success and my pleasure to present *The Top 100 Canadian Professionals Magazine*.

Joseph Nunziato
CEO, Redwood Media

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THE TOP 100 CANADIAN PROFESSIONALS

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Domenic Franco Madonna, CEO



In 2006, Domenic Madonna stood in the hall of his high school, dreaming of his future amidst the din of morning chatter as classmates flooded the corridor. He was a kid with barely any support and one small loan from his father to purchase two trucks. Domenic still knew what he wanted—and he would let nothing stand in his way. Before the school year was out, Domenic would risk everything to cofound D-Squared Construction, Limited, with the dream of becoming the most reliable construction company in Ottawa. With one backhoe and a dump truck, he went from local teenage entrepreneur to the founder of a multimillion-dollar company on a mission to take over Ottawa's construction industry. D-Squared Construction is now one of the area's fastest-growing commercial construction companies, with a cache of awards, 75 dump trucks, 50 pickup trucks, over 250 pieces of equipment, a licensed snow-dumping facility, and over 250 employees.

Domenic and his partner, Charles DePonte, launched D-Squared Construction with the goal to provide the Ottawa community with the most reliable construction

services. As his reputation for his unwavering commitment to these goals grew, so too did the company, at a lightning-fast pace with revenues soaring. Fourteen years after opening its doors, D-Squared now stands as a national leader in construction services with a portfolio of notable clients that includes the City of Ottawa, Public Works and Government Services Canada, The National Capital Commission, Ottawa Community Housing, and the Ottawa-Carleton District School Board. Leading a young and dedicated team that puts relationships with clients and suppliers at the core of everything they do, Domenic seized every opportunity for growth, and it paid off.

D-Squared Construction is now one of the area's fastest-growing commercial construction companies, with a cache of awards, 75 dump trucks, 50 pickup trucks, over 250 pieces of equipment, a licensed snow-dumping facility, and over 250 employees.

In 2010, Domenic won Ottawa's *Top 40 Under 40* from the Ottawa Chamber of Commerce for his conviction, expansion into new markets, and high-profile contracts. In 2016, the company would begin its fifth-year record of being ranked among the *Top 10* and *Top 20 of Profit 500's Fastest-Growing Company* list. That same year, Domenic expanded the company with Marsten Equipment Rentals, which services a large variety of commercial accounts in Ottawa. While Domenic drove the company through its evolution, he took the money and the respect that he'd earned to fund his own charity, *Pave the Way*. As he managed the company's growing client list and oversaw the expansion of in-house operations, in 2018, he became a board member of the NCHCA, speaking at their educational events and to students at Ottawa schools about entrepreneurship and the challenges of adversity.

In 2019, the company acquired the 120-acre quarry in Moose Creek, where they use brand-new state-of-the-art crushing equipment to produce a wide range of aggregates unique to the city of Ottawa. Domenic and his team of experts ensure every product meets the highest quality and specifications standards. Through its expansion, D-Squared has succeeded in innovative local projects, including The Hunt Club and Bridle Path Intersection Improvements and the Brian Coburn and Portobello Drive Roundabout, among others.

With this year barely half over, the company has already achieved three major accomplishments. In May 2020, Domenic ushered in the next chapter of D-Squared with the opening of its new sand pit, strategically located in the South End of Ottawa, offering a different type of aggregate to include sand fill, hydro sand, select subgrade material, pit run, granular B type 1 and river washed stone, and other varieties.

In July 2020, D-Squared proudly announced the opening of its newest quarry source located in the West End of Ottawa, Breezy Heights, offering the newest source of aggregate. "We are fully operational and ready to service this city and its surrounding areas," Domenic says. The Breezy team has been focused and determined to produce exceptional material at record-breaking speed.

The company also entered into a partnership with Kiewit Construction in a contract to provide trucking services for OLRT Phase II project, which led to the purchase of 30 brand-new Peterbilt dump trucks, making it the biggest order ever in the history of Ottawa. This means that D-Squared now possesses the third-largest fleet of dump trucks in the city of Ottawa.

Domenic also implemented the Corporate Charity Program, committed to helping people and communities. When he founded the Pave the Way charity in partnership with United Way, it came from a humble place; a sincere desire to help at-risk youths who were in similar situations as his own when he was younger. The program supports vulnerable youths in 10 of Ottawa’s most at-risk neighborhoods through competitive sports leagues and mentorship opportunities with the goal to help 6- to 18-year-old boys increase skills, promote cooperation, reduce violence, and have fun. Domenic not only mentors them on career preparation and gives them priority to join his team upon completion of the program, D-Squared has raised \$300,000 in donations to fund the enrollment of 468 youths. In addition to Pave the Way, the company supports a host of charitable causes through donations and fundraising efforts, including the Ottawa Hospital Foundation, Sens Alumni Foundation, and St. George’s Church, among others.

Now, as the world endures the COVID-19 pandemic, D-Squared has outperformed its 2019 first-quarter sales by 218 percent in 2020. Through strong leadership, providing a safe work space for employees, and offering the ability to work remotely when necessary, they have been able to proceed efficiently with all planned work and projects.

But that’s not all. Domenic has once again stepped up to help those in need with the establishment of Spread the Love—\$25,000.00 COVID Relief Effort. In his own words:

When COVID-19 hit Canada in full force, the construction industry was deemed essential; I knew I had to give back. In early March 2020, D-Squared sparked a challenge on social media called #SPREADTHELOVE. I decided to pledge \$25,000 of relief to families, small businesses, and individuals in the City of Ottawa while challenging other corporations to do the same. We asked our followers on social media to share a short story in our direct messages, expressing their challenges. Each submission was treated with the upmost consideration and all who were chosen were hand-delivered a check by myself. It was truly a humbling experience for all involved.

Domenic has never shared his poignant tale—until now. At a time when the world needs hope and inspiration, he shares his story with the goal to inspire



Domenic and his team of experts ensure every product meets the highest quality and specifications standards.

others to follow their dreams. Everyone had always told Domenic “it couldn’t be done.” He is living proof that, yes, it can! From a teenager with a dream to a small team of believers determined to use their success to improve the lives of others, if there were ever a quintessential success story, Domenic and D-Squared Construction just might be it.



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Jennifer A. Mancuso

“

With her experience as both an attorney and as a pageant judge, she launched J.A.M. Law Professional Corporation and J.A.M. Beauty Inc., “a cosmetics line created for each and every beauty queen, with the goal to be the go-to staple brand for all beauty queens.”



well-rounded perspective from both sides of the table to serve her clients with her unique dual insight into the opposition. While her segue into the world of cosmetics might seem a disjointed leap, it was a serendipitous convergence of her experience as both a model and an attorney that landed her at this obvious destination.

Discovered by a top modeling agency at a young age, Jennifer continued modeling while pursuing her bachelor's degree at York University, where she graduated with a B.A. (Hons) and received the *Women's Studies Excellent Academic Achievement Award* and the *Faculty of Arts Sessional Academic Achievement Award* for both her upper years. She juggled both modeling and the rigors of law school at the University of New Brunswick, and though she found it challenging to stay focused, she kept her sights on her dream of a legal profession, receiving the award for *First in Class in Evidence* while at the same time completing the *Negotiation Course* at Harvard Law School.

Shortly after she began practicing law, Jennifer was asked to judge the *Miss Universe Canada* pageant, a role that she served in 2014, 2016, 2017, 2018, and 2019. With her experience as both an

Model-turned-lawyer Jennifer A. Mancuso is anything but the typical attorney. She is much more than the founder of her own successful law firm, J.A.M. Law Professional Corporation. She is a multifaceted entrepreneurial powerhouse, a personal injury attorney with a booming cosmetics line that is taking the beauty industry by storm—and she just so happens to be a judge for *Miss Universe Canada*. She is the quintessential story of young girl with a dream who grew up to live it. “I always dreamed of becoming a lawyer and making that dream a reality is my greatest achievement,” she shares. “Now, with my cosmetics line, I’m living proof that anything is possible if you’re willing to work hard for it.”

Jennifer founded J.A.M. Law Professional Corporation three years ago after working for insurance companies as a defense attorney focusing on motor vehicle accidents and personal injury claims. Having worked for both the plaintiff side and the defense side, she is now a champion of the plaintiffs, using her



attorney and as a pageant judge, she launched J.A.M. Law Professional Corporation and J.A.M. Beauty Inc., “a cosmetics line created for each and every beauty queen, with the goal to be the go-to staple brand for all beauty queens.” All of the company’s products are made in Canada, with the exception of its cruelty-free lashes, and all are non-comedogenic, hypoallergenic, and not tested on animals. Committed to health and safety, it maintains strict compliance with EU regulations to produce cosmetics that contain no trace of harmful ingredients.

With her natural entrepreneurial spirit driving her, Jennifer has no intention of resting on the laurels of her success. She sees expansion on the horizon, with her sights set beyond her Canadian borders. “I want my beauty brand to not just be the go-to brand for all beauty queens in Canada, but for beauty queens all around the world.” Given all that Jennifer has accomplished in such a short time, it is all but certain that before long people everywhere will know the name J.A.M. Beauty Inc.

J.A.M. LAW
Professional Corporation

J.A.M.
Beauty Inc.

Jennifer A. Mancuso, Model-Turned-Lawyer

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Carlos Lima

Q It seems you were destined to be an entrepreneur. Tell us a little bit about your background and how NGA Soccer came to be.

&

A

I grew up in Europe, and I guess you could say I'm a real entrepreneur because I never went to university. I've been an entrepreneur since I was 19 years old, and had success in the sports industry in Europe, as well. In 2000-2001, my business got hit hard from the currency change to the euro and I went from being secure to being bankrupt in 2005. I had multiple retail stores—all soccer-specific stores—and then I was forced to move to Canada, with absolutely nothing. I worked in whatever I could find. I got into construction, working for someone for two years, and started my own company until I was able to branch back into my passion, which was the soccer industry. By 2007, I had started my own construction company, and by 2012, I was able to start the NGA Soccer brand. How

I started NGA was also crazy, because I was going to be a distributor for another big brand in Canada, but I got played by them and lost 30 thousand dollars. So I was in a position where I had to choose to go back to construction or move towards my passion, and I said, "I'll try it on my own, doing what I love," and started the brand. Within four years, I was doing both until I was able to transition completely out of the construction industry and full-blown into my passion in 2016.

What is NGA Soccer?

When it started in 2012-13, it focused on goalkeeper gloves, 100%. Then about three years ago, I started launching different products, such as soccer balls and goalkeeper accessories, and introducing other products slowly. The goal is always to be a niche market, so that is the goalkeepers supply. I launched cleats this year, though they're not specific goalkeepers. We have distributors in Portugal, France, Spain, the U.K., Netherlands, Brazil, Colombia, Luxemburg, and Greece. We also have one in South Korea for the Asian market, and in Canada and the U.S., which will be by a state basis.

Has soccer always been your passion?

Yes. I grew up in a country where soccer is a religion, in Portugal. Everyone grows up wanting to be a professional soccer player. I always had that extra passion for it because I would spend all my time playing, 24/7. I lived and breathed soccer, so the first chance I got, I opened my first soccer retail store. My first venture was a café, and then within eight months, I opened my first soccer-specific shop at age 20. I paid off my loan in another eight months and was doing really well. I had three altogether before it ended.

You are also a soccer coach, correct?

I am. I became a professional coach, which wasn't planned initially but always a dream in the back of my mind. In 2012-13, there wasn't Instagram and social media to advertise your company. I started offering my coaching free to local people. It was an opportunity for people to get to know me, and my brand. I started wearing the goalkeeper gloves—what NGA focuses on—and telling people it was my brand, and, eventually, people started buying and wearing them. I initially got into coaching to market my brand, but I guess I'm really good at coaching, so people started to want to pay me for coaching and training. Word got out, and I started training professionals in the off-season. Then I got a call from the Ottawa Fury, the professional team

in my city, to coach, and I accepted. That's when I achieved another dream of being a professional.

You have a unique approach to designing your products in that you're committed to delivering high quality at a price that's affordable for everyone. Can you tell us about this?

I focus more on the customers and lower prices. Anyone can make a good product these days, but the key is to have a good product for a good price. I know a ton of professionals worldwide, between coaches and players, both male and female, who wear and endorse my products. Big brands are focused on what professionals want, whereas I focus on what my clients want. For example, for the parents who have to buy six pairs of gloves a year, if their kids play seriously, my product has high durability. I invest a lot of time into R&D to add features to my products to make them durable with the highest quality possible for the price I want to sell them for—not the opposite, not, “I want all these features, whatever the price is.” I have a price I want to sell for, so what are the best features we can incorporate for this price? I have to make sure the final price is accessible for anyone.

What are your goals for the future of NGA Soccer?

My goal is to have distributors in every single country. We do well in markets like Brazil, Canada (my home) and Portugal. In the U.S., it is more difficult because big brands have huge influence. I want to go into Africa and other large countries, and, of course, focus on the client and having a great product for a low price.

Another of your companies is Inside League Group. Can you tell us a little bit about this?

It is not an agency, which a lot of people think. I did it specifically after starting my brand. I know a lot of people, especially soccer players, who don't make tons of money yearly. The Inside League is a company dedicated to helping the average athlete. I have lawyers, financial professionals, chartered accountants—all to help the athletes prepare for after retirement, help them start their own business and even mentor them through their journey of life.



I focus more on the customers and lower prices. Anyone can make a good product these days, but the key is to have a good product for a good price.



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Nafsika Antypas



Nafsika Antypas went from new vegan to executive producer and host of the popular A&E series, *Plant-Based by Nafsika*, and founder of a vegan cheese line, Nafsika's Garden in under five years. With the buzz growing around the first and only mainstream vegan lifestyle TV show, we sat down with her to learn more about her mission to bring veganism to the mainstream.

I think people can relate to me because I am not only purely vegan, I am the face of my brand—people can see who I am and hear my story, one that for many new vegans sounds like their own.

Let's start with your A&E show, *Plant-Based by Nafsika*, which is entering its fourth season. Where did this idea come from?

About seven years ago, I went vegan—overnight. I was watching a documentary, and it opened my eyes to the cruel animal industry. I was nursing my son at the time, and because I was nursing, I had that connection right away, and I knew I

wouldn't want to give my milk to other people. Right then, I went vegan—completely and entirely—and I researched nutrients and what I would need, but I wished there were a show that could help people transition to vegan. I was surprised to find none! So, two years later, in 2015, I started *Plant-Based*.

It was important to me to make veganism more mainstream; that was always my mission, to make it mainstream. I located a producer in New York, paid for the production services, and became an independent producer. We pitched the show to three or four networks, and I decided to go with A&E. Six months later, in the summer of 2016, it began airing nationally. It's the first, and still only, vegan lifestyle show on a major TV network.

Tell us about your show.

It's fun and informative, and the whole point of my show is to make vegan mainstream. I interview people, ethical and sustainable companies, and celebrities, and I invite chefs to demonstrate how to cook delicious vegan meals—and many with cheese! I think people can relate to me because I am not only purely vegan, I am the face of my brand—people can see who I am and hear my story, one that for many new vegans sounds like their own. As you mentioned, we're getting ready to put together season four, and it is going to be exciting. A lot more vegan companies are opening, and existing companies are coming out with new vegan lines.

Let's talk about your vegan cheese brand, Nafsika's Garden. What led you to create a line of cheeses?

Two things led me to cheese. First, cheese is the hardest thing for people to let go of during their transition, so I wanted to create a product that not only tastes authentic, but is good for people. Second, I wasn't getting as much support from the vegan industry that I had hoped. The sponsors I had found were ethical, sustainable vegan companies, but the big vegan cheese companies wouldn't consider sponsoring my show, and for me, it was super important to take care of one of the issues that stop people from going vegan—cheese.

Not only were vegan cheese companies not supporting me, but I also couldn't find a cheese that I actually loved, so I made my own brand of vegan cheese, Nafsika's Garden, in 2018, and it went national to mainstream markets in five months. The cheese has an authentic taste. The difference is it is not only dairy free, but it is also free of all major allergens, including lack of dairy, soy, gluten, legumes, lentils, peas—and there is no palm oil, no GMO. It's in stores all over North America. We launched in the US just this year.

As a certified health and lifestyle coach, I also do plant-based coaching. I have a program called Make the Plant-Based Switch. It is a platform that gives people access to six weeks' worth of video, audio, and information to help them go vegan.



You are obviously committed to help people go vegan. What are some other ways in which you're helping them make the transition?

As a certified health and lifestyle coach, I also do plant-based coaching. I have a program called Make the Plant-Based Switch. It is a platform that gives people access to six weeks' worth of video, audio, and information to help them go vegan. I also have new exciting products coming out, all of which people can see on the website when they subscribe.

Your trademark for *Plant-Based by Nafsika* is "If you plant it, it will grow!" What does this mean to you?

This is what inspired me for the show. It felt like what I had been doing all along was planting seeds. And now, I'm looking always to plant seeds with companies and people that hear my vision.

Do you support non-vegan companies that have vegan food lines?

Yes, I support anyone who makes the vegan option available. The world is slowly transitioning to this vegan lifestyle, so it is time for all companies to start offering vegan options, so I will support any company that is doing that. They're listening to the demand, and I am raising—no, changing—the demand.

If you would like to advertise or guest on Season Four of *Plant-Based by Nafsika*, please contact: hello@nafsikainc.com.



Contact: _____

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Steven Mayer



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Our company motto is “Fueled by results, driven with integrity.” This applies not only to our business practices, but to our commitment to giving back. Integrity is part of the company.

Q & A

Tell us about Valiant Consultants.

We are in the Amazon automation space, meaning we set up and scale Amazon stores for our clients. Our back office portal shows clients how to set up a store, get the LLC and the certificates then we take things from there. We have three warehouses—all in the U.S.—and over 1,000 staff members throughout the countries of Canada, the U.S., Australia, and the Philippines who will find products for our clients. We have a team for every aspect of the business, such as enrollment advisors, who set up our clients, account managers assigned to each client, and then we have teams who go through all documents from clients, some reach out to suppliers, some build websites for clients, etc. Others doing product research to make sure the products will sell on Amazon. Other team members purchase orders, and others are in warehouses fulfilling these orders. In another division, team members answering questions online and responding immediately to buyers or potential buyers from the store, as well as a large customer service team to answer and respond to calls, because it is important for each Amazon store to have great customer service.

The best part of what we do is we’re in the wholesale space. Most people on Amazon buy from China, put their label on it, and sell it. All of our products are made in the United States and are only branded products, such as Disney, Johnson & Johnson, etc. We have buying power, so each of our more than clients purchase wholesale items that people are already searching for. These products are across all categories, and we have over 3,000 suppliers and a team dedicated to bringing on 150 new suppliers every month.

What makes Valiant Consultants unique among others in this space?

I have been with Amazon for over seven years and partnered with two other experts in their respective fields. Combined, the three of us have over 20 years of experience between Amazon, marketing, systems and customer service. Due to the volume we do, we have special partnerships with suppliers that others will not have access to. Just to get into the

industry, you must have at least one warehouse, and most competitors can't afford a warehouse. People invest with us to invest in our knowledge, experience, teams, and suppliers, and a lot of our suppliers are no longer taking new clients.

Your reason for starting the company is also unique. Tell us about that.

Well, the company didn't need to start. I was already successful. Money wasn't the reason. We got into this because we wanted to give back and help people. We're doing it for all the right reasons and will always do what we can to make our clients win. This happens because we consistently spent hundreds of thousands of dollars helping clients and investing into better systems and client support structure. Clients always come first—always. We're willing to lose money on the front end to make sure the client is happy, so there is tremendous benefit when investing in us. Also, a portion of all profits go towards two charities we have partnered with to help prevent and abolish child trafficking.

How did you come to found the company?

I was working in the credit repair space as VP of sales of the largest company in Canada, in charge of hiring, managing, and training the sales team. One day, I realized that in the five years I'd been there, we had made that company over \$50 million, and I realized that I wanted to do this for myself. I ran into a friend of mine who was doing very well on Amazon so immediately I went home and researched it then learned about Amazon private label. The first year, I spent thousands of dollars learning and failing, and I noticed that everyone was doing it the same way. Then I found a new way of doing product research, and I founded the 24 core pillars, which led me to create several million-dollar Amazon businesses that I sold.

I have a passion for teaching and for giving back, so I created a 40-hour course called FBA Freedom Hackers that taught people how to successfully do Amazon, everything from A to Z—how to create your own private label brand, the software needed, feedback, reviews, launching the store, third-party giveaways, etc. In the meantime, I had built up two companies, one in the supplement field, and the other was baby/home/ kitchen brand. They began from nothing, but I used the techniques that I had founded to grow them into large businesses. I eventually sold them both for over seven figures.

I had already started my YouTube channel to teach people my techniques, so when I sold the companies, I transitioned to full-time teaching and coaching. Just like any other course, I was seeing 10 to 15 percent of students succeeding, which frustrated me, so my two partners and I joined forces, and instead of teaching, we actually do the work for these people now. We take a profit from the companies, so everyone has an incentive to make money. That is how the company was born.

Can you share some of the charitable causes Valiant Consultants is involved with?

Giving to charities is one of our missions. It is very important to us. Our company motto is "Fueled by results, driven with integrity." This applies not only to our business practices, but to our commitment to giving back. Integrity is part of the company. Any time someone invests in the company, we donate to two different charities—Remember Nhu and Operation Underground Railroad. In addition to these, we always are looking for ways to give back to those that need it most.



People invest with us to invest in our knowledge, experience, teams, and suppliers, and a lot of our suppliers are no longer taking new clients.

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Mahima Kumar



Chief Executive Officer

What is FitMyLife Health Analytics?

We're a health-tech startup working to transform the health and fitness industry. We develop a data analytics-based mobile fitness app called FitMyLife, which aims to adapt as the user progresses. We have offices in Toronto and Edmonton, and we also have employees in India and Albania.

Tell us a little bit about your background.

I moved to Canada in 2012 from India when I was 23 years old. I had just received my bachelor's degree in engineering in electronics and communication and came here to pursue a Master of Science in computer networking at the University of Alberta. I got my first full-time job after I graduated in 2014 and have been working since then. My career moved very quickly. By 29, I was CEO of a tech startup—that I wasn't expecting so early in my career. It was a massive accomplishment for me.

You're a young CEO in a field with very few women. Can you share your experience with us?

I am in the STEM industry and there are not a lot of younger women CEOs. Age shouldn't be a factor when it comes to leading companies. Experience is an essential factor, but if you have a goal and know what you are doing, you must take that plunge. The STEM field needs more younger women in the tech companies and the tech industry. Yes, it will be challenging, and you will have to learn a lot of skills, most of them outside of your comfort zone, reasonably quickly than you must have anticipated, but it is worth it at the end of the day. Taking calculated risks is also an essential skill when you are a budding leader. I believe the possibilities are endless, and goals can be realized in time if done right. The right approach, attitude, and absolute optimism is what it takes when you lack experience when starting young.

Tell us about your company's new fitness app, FitMyLife. How does it differ from others on the market?

Our fitness app, FitMyLife, tries to model a user's unique metabolism based on the information received and the health data gathered to provide personalized workout and nutrition programs unique to that person so they can achieve their personal fitness goals. The more the person uses it, the more optimized the programs become over time. Everyone has a unique body composition and metabolism, so there is a need for a hyper-personalized solution. Data analytics embedded in our product makes it different from all the other competitors. Everyone has different goals and hence requirements, so it is key that the fitness programs be driven by health data and have to continually adapt to how people are progressing and perform predictive analysis as well. Providing recommendations to get back on track when a user digresses is also a feature we offer. We aim to be one of the few leaders in this space.

You went from new college grad to CEO of a tech company in just five years. Tells us about the path you took that led you here.

When I moved to Canada from India, I had a plan. In my mind, I always wanted to prove that you don't have to wait a long time to achieve what you wish to professionally. After completing my master's from the University of Alberta, I had no real industry experience, but I knew I wanted to lead a company on my own as well as learn what it takes to be an entrepreneur. I was the only person who had no prior work experience, but I was one of the first few in my class to land a job. Part of it was luck, and the other part was the curiosity to learn as much as I could, as fast as I could.

I got my first job in 2014 as a system engineer at Datagardens, a cloud-based business continuity and disaster recovery solution company, mostly in the

cloud-computing space. It was a startup then, but within six months of me joining, it got acquired by CenturyLink, a vast cloud and network provider in the States. Post the acquisition after a few years, I became a product manager/owner within the organization. Our team was growing, and I made significant product decisions related to the direction, features, sales, and marketing. I learned a lot there very quickly and worked with enterprises, majorly business-to-business (B2B).

We were doing very well within CenturyLink, and in 2018, I had reached a point where I wanted to do something new. I felt I had learned all I could at that job, and I had taken the product to a particular stage, so I left. My mentor, Geoffrey Hayward, who owned Datagardens, started a new company, FitMyLife Health Analytics Inc., in Edmonton and offered me a job as V.P. of business development for his new health-tech based fitness application FitMyLife. I thought it was a great opportunity, and my ultimate goal was to set up my own I.T. company, so I moved, and that job worked out. It just came at the right time. I started here as V.P. in 2018; then, things just turned from there. I moved to Toronto in 2018 to grow the business, and management offered me the CEO position soon after. We then eventually set up our main office in Toronto and have been going strong since then.



We have offices in Toronto and Edmonton, and we also have employees in India and Albania.

We're a health-tech startup working to transform the health and fitness industry. We develop a health data analytics-based mobile fitness app called FitMyLife, which aims to adapt as the user progresses.

You mentioned your mentor, the previous owner of FitMyLife Health Analytics. Can you tell us more about him, and how he helped shape your life and your career?

A good mentor can change your life completely. I was fortunate enough to meet Geoffrey Hayward, a great mentor, who taught me real

entrepreneurial skills and shaped my professional career. I worked with him at Datagardens and FitMyLife Health Analytics, in my most formative years professionally. I didn't know that he'd become my mentor when I applied for my first job out of university. I started to see how he worked and operated in his professional life, and I developed a special connection with him. It eventually turned out to be a great relationship. Most people who own companies don't expose things, but when I asked him, he was always eager to teach, I learned so much from him. He has had a significant positive impact on my life, and I owe a lot of my accomplishments to his guidance and direction.

What does the future look like for you? What are your goals?

First and foremost, take FitMyLife to new heights shortly. I am a stakeholder, and a director at FitMyLife and looking to start my own company in the cloud-computing space. There are a few ideas on the table. I am exploring opportunities in the biotech field as well as in the real estate too. I am all for taking risks and trying new avenues when it comes to my professional life, and that is what drives me every day. My ultimate goal in life is to reach a point where I can give back to society and make a positive impact. I know sacrifice is part of getting to where you want to be. Many people dream big and know what they want to do, but never sacrifice enough to get there. I want to help other young women in the STEM field to emerge as leaders, and I am currently working to prove that it is a realistic dream.



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Ashish Gill

Ashish Gill has dedicated his entire career and life's purpose to build Light Speed Logistics Inc. Leading a team of over 750 dedicated employees, Ashish directs a data driven transportation and logistics company to deliver product in the highly regulated, time-sensitive perishable food sector. Shipping to and from all 48 states in the US and coast to coast in Canada, Light Speed Logistics lives up to its name boasting an industry best electronically verifiable on-time delivery record.

The story of Ashish's entrepreneurial journey points to humble beginnings in 1999. After graduating with a Bachelor of Commerce from the University of Manitoba combined with a short career stint at Boeing, the calling to build a company from the ground-up was a natural course that could not be ignored. In 2000, Ashish registered the business, secured the company's first tractor and trailer, and hired the first driver. From there, Ashish never looked back. Today Light Speed is one of the largest refrigerated fleets in Western Canada.

The impressive aspect of Ashish's entrepreneurship as CEO is his vision to empower, orchestrate and drive all company departments and teams towards a singular focus of obsessive perfectionism and exhaustive business growth. Ashish holds foresight and an uncanny ability to predict what the company needs, and then subsequently deploys innovative strategies,

programs and systems. As a multi-talented administrator, Ashish never hesitates to roll up his sleeves and work side by side any project or employee requiring that extra push of output. Ashish's unparalleled process development abilities have produced major overhauls across all departments, leading the company on an aggressive and explosive growth pattern.

“*Ashish Gill is one of the most progressive CEO's I have ever had the pleasure of working for. His dedication to continuous improvement of all aspects of the business including training, safety, equipment, technology, and my favorite, his sales and service focused mentality, result in a growth driven business no matter what market conditions we have faced. I am proud to work at Light Speed Logistics and pumped every day to follow Ashish's leadership.*”

Another key point is Ashish's focus on technology innovation and integration. Ashish is known to state that, “we pride ourselves on saying that we have more data points on any of our trucks compared to the first space mission into outer space!” The reality is that Ashish has guided Light Speed to immerse itself into artificial intelligence and data commitment from day one. Light Speed holds contracts with companies such as Trimble, assembling data warehouses to ensure business sustainability and resiliency. Pushing the envelope on technology disruption is Ashish's instinct to build a company focused on exceeding expectations for its employees, drivers, clients and all supply chain partners.

Beyond Ashish's personal ties to the company's hundreds of drivers, he also has led the company to create original, industry best, score cards for Light Speed's drivers. The company not only gauges driving but also imports all behavior monitoring data onto the score cards. Drivers are then evaluated on their driving habits, and those who receive positive scores are awarded with the opportunity to earn up to 300% of their eligible bonuses. In other words, Ashish has translated his loyalty and empathy for his team to actionable programs.

“*It is rare to come across people like Ashish. I have had the pleasure of working alongside him for the past two years. I have never met someone so passionate, and ambitious about their business. I look forward to our future, and the great things I will continue learning from him.*”

Ashish has tirelessly developed a work environment that attracts and retains the best. Light Speed boasts an open, horizontal management structure. The kind of ecosystem that sustains a positive, rewarding and high-energy culture that is welcoming and invigorating for all employees.

“*Ashish Gill has the ability to support your ideas & contributions as a key player within the organization. He also has that ability to influence the group towards a certain strategy for the betterment of the company. Most importantly though, his integrity shines bright by always having your back.*”

In addition to empowering the team, Ashish gives to Canadian communities through numerous charitable initiatives. Both personally and with corporate resources, he heavily donates to foodbank locally and nationwide. To encourage team spirit and community building, Ashish leads the company to sponsor local fire and police departments, and funds sports teams of employees' children. It is no secret that Light Speed frequently hosts company lunches, dinners and holiday celebrations, building an energized community spirit and sense of belonging.

Even with his vision to lead Light Speed Logistics towards the next stage of growth, Ashish strives to maintain a healthy balance between his personal and work lives. He prioritizes family, visiting his parents often and spending as much time with his wife and children and other family members as those who work regular 9-to-5 careers. Clearly this in many ways is ‘just the beginning’ for Ashish as he is well known to openly predict that he does not plan to slow down over the next 20 years.



Blue-Chip Client Portfolio

JBS, Cargill, Olymel, Tyson, McCain, Martin Brower, Kraft, Dole, Sysco, Sobeys, Costco, Loblaws, Nestle, Farmland, Danone, Del Monte, General Mills, George Wakefield, Overwaitea Food Group, Trophy Foods, Sneider, Purolator, FedEx, UPS, Vitran, ATS Healthcare, CH Robinson, Sameday, CSA, Loomis, and more.

About Light Speed Logistics

Light Speed Logistics (LSL) is a Canada-based company offering trucking, shipping, hauling, freight and logistics services to move cargo to its destination on-time and on-budget across North America.

Founded in the year 2000, Light Speed Logistics has grown to a fleet of 500+ power units and over 850 refrigerated trailers along with a fleet of tri-axle trailers for intra-Canada freight. With a majority of equipment less than 3 years old, Light Speed Logistics boasts one of the newest fleet in the industry.

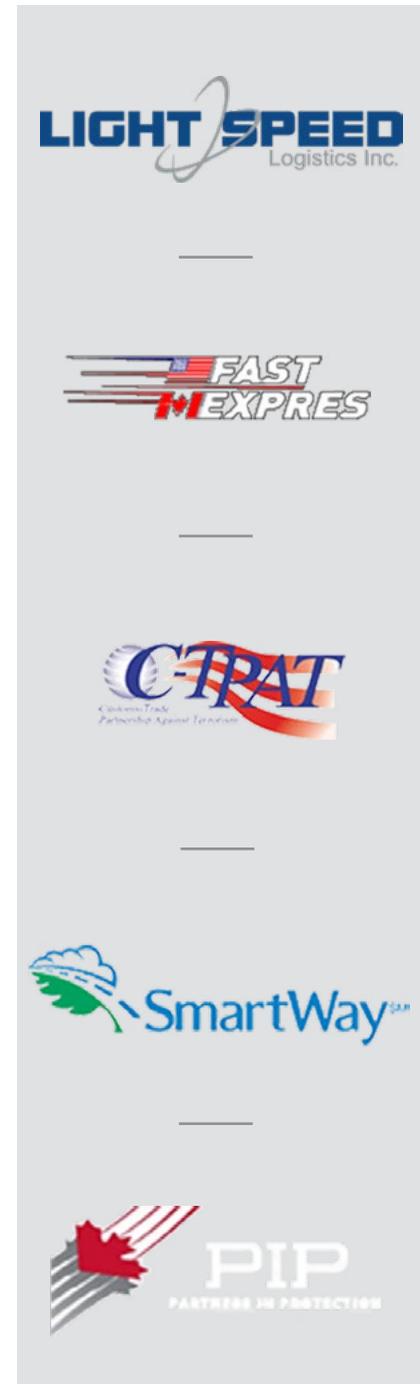
Specializing in the highly regulated, time-sensitive perishable food sector, Light Speed understands your food products, the regulations and temperature integrity around it. With one of the largest “team drivers” driven fleets, Light Speed provides expedited services across both Canada and the US boasting a 48 hour delivery-time anywhere in North America.

Light Speed’s dispatch offices are staffed 24/7 365 days a year, making us available to our customers and drivers around the clock. Our tractors as well as the trailers are tracked via satellite. Not only can we tell you where your product is physically located at any given moment, we can provide our customers the temperature readings on their product and a complete satellite download of temperature integrity during our custody.

Light Speed’s team is diverse, talented and dedicated. The company boasts unheard employee and driver retention, and leads the way for extremely low turn-over across all Canadian offices.

Light Speed Logistics holds industry-best standards, certifications and awards across supply chain security, environmental sustainability, driver safety and industry presence.

- ✓ **Top 100 Carriers Feature**, *Today’s Trucking* (2018, 2020)
- ✓ **Platinum Carrier Status**, *Northbridge Insurance Best Practices Profile* (2020)
- ✓ **Free and Secure Trade (FAST) Certified**, CBSA (ongoing)
- ✓ **Customs Self-Assessment Program**, CBSA (2012)
- ✓ **C-TPAT Certified**, US CBP (ongoing)
- ✓ **PIP Certified**, CBSA (ongoing)
- ✓ **CSA Certified** (2012)
- ✓ **SmartWay Certified / SmartWay Transport Partner**, Natural Resources Canada (2020)
- ✓ **SmartWay Certified**, United States Environmental Protection Agency (2020)
- ✓ **WCB Core Certification**, 2019/2020
- ✓ **Carrier Certification**, FourKites (2020)



Dayna M. Gibbs (née Markwart)

Partner, Blair Franklin Capital Partners
Corporate Director – Trustee, Summit Industrial Income REIT

Dayna is able to leverage her broad transactional, real estate, advisory, technology and governance background in her current roles as a Partner at Blair Franklin Capital Partners and an Independent Trustee of Summit Industrial Income REIT.

Dayna Gibbs is an accomplished corporate director, investment banker and entrepreneur with a track record spanning over two decades in finance, governance, advisory and capital markets. After achieving early career ambitions working in residential real estate and the not-for-profit sector, Ms. Gibbs embarked on a career in finance and capital markets. Initially in the RBC Capital Markets' sales and trading (fixed income, foreign exchange, energy derivatives, financial engineering and Sharia finance) and risk management groups, Dayna narrowed her career focus to their real estate investment banking team. Dayna worked for many years with a close-knit team across both bank-owned and independent investment dealer platforms (RBC Capital Markets, Brookfield (Brascan) Financial and BMO Capital Markets). Dayna's early transactional experience in real estate investment banking saw her contribute to the formative years of the Canadian public real estate investment trust (REIT) market. Ms. Gibbs has been involved in numerous complex, high profile, and market leading transactions such as privatizations, management internalizations, initial public offerings, mergers and acquisitions and both public and private debt and equity financings. Dayna's ability to handle new, complex and high stress situations sets her apart from others within her field.

Dayna has proven quantitative and analytical skills with a passion for increasing technological proficiency. She effectively independently executes but naturally gravitates towards working with others and believes that synergies happen when ideas, talents and skills are pooled. Emotionally intelligent and with a dependable work ethic, commitment, attention to detail and track record of success, she is driven by her desire to continue to grow and learn.

Dayna's domestic and international repertoire spans a multitude of geographies and asset classes including blockchain, cryptocurrency, artificial intelligence, media, industrial real estate, distribution centres, datacentres, retail, office, single family and multi-residential, seniors housing, long-term care, hospitality, self-storage, manufactured home communities and medical office buildings.

Ms. Gibbs is a seasoned governance professional, having served on public, private and not-for-profit boards. She has chaired and served on various ESG, compensation, human resource, audit and special committees. Ms. Gibbs actively contributes her breadth of

knowledge as a corporate director in the areas of finance and capital markets, cybersecurity, corporate strategy, transformational change, internalizations, proxy battles, activist situations, M&A, corporate governance and executive and board compensation structures.

Dayna is able to leverage her broad transactional, advisory and governance background in her current role as a Partner at Blair Franklin Capital Partners in Toronto, Canada where she specializes in independent financial advisory services. She also serves in the capacity of the firm's Employment Equity Officer, assisting in ensuring that internal policies, practices, and systems are free of barriers, emphasize the value of diversity, and promote full participation to ensure dignity, respect, and equal access for all employees and Partners. Blair Franklin is committed to building a diverse and inclusive community, where the rights of all individuals are protected and all employees and Partners feel safe, valued, empowered and respected for their contributions.

Founded in 2003, Blair Franklin Capital Partners is a leading Canadian independent boutique investment bank fully owned by its Partners and provides a full

Our Mission at Summit is to provide best-in-class properties and services to our tenants and solid, stable and secure investment returns to our unitholders.

suite of mergers and acquisitions advisory services to clients across public and private corporations, shareholders, institutions and the public sector. Mandates have ranged in size from under \$25 million to multi-billion-dollar transactions. In addition to M&A transactional advice, Blair Franklin's expertise includes valuations and fairness opinions, financial restructuring and private capital raising. For the past 17 years, team members have successfully completed over 250 advisory assignments totaling more than \$200 billion. "At Blair Franklin, we are dedicated to building and growing long-term trusted relationships and to finding innovative solutions that reflect our clients' strategic goals."

In addition to her current role at Blair Franklin, Dayna has been leading and serving on public, private and not-for-profit boards in the real estate and technology space. She was previously an independent Trustee, Chair of the Corporate Governance and Nominating Committee and a member of numerous Special Committees of Agellan Commercial Real Estate Investment Trust (TSX:ACR.un), as well as Chair of the Governance Committee, member of the Audit Committee and the Human Resources and Compensation Committee for HyperBlock Technologies Corporation (CSE:HYPR). Currently, Dayna is an independent director of the foundation board of King's University College for The University of Western Ontario as well as an independent trustee, chair of the compensation committee, and member of the environmental, social, and governance committee of Summit Industrial Income Real Estate Investment Trust (TSX:SMU.un).

Summit Industrial Income REIT is focused on delivering superior growth and returns through managing a real estate portfolio of over 150 light industrial properties across Canada with a net book value of almost \$3 billion. Summit's unparalleled management team and Board has a long-term proven track record of generating significant value for both tenants and investors. For our investors, our goal is to maximize funds from operations through effective property management, accretive acquisitions, innovative financings and selective property development opportunities. For our tenants, our goal is to provide modern, efficient, high quality industrial properties in the best locations close to major transportation links and high growth population centres. Combined with our proven management team and our "best-in-class" property services, our objective is to become a true partner with our tenants as they grow and prosper with us in their chosen businesses. In a proven asset class, the Canadian light industrial sector has consistently demonstrated solid and stable fundamentals with low capital investment and maintenance expenditures and a broad and diverse tenant base.

Ms. Gibbs is bilingual with French fluency and is an advocate for the advancement of women in finance, capital markets, governance, and leadership roles. As a strong proponent of diversity and inclusion, Dayna has completed the Gender-based Analysis Plus (GBA+) course (Government of Canada), is an active member of Women in Capital Markets and Women Get on Board, and also contributes her time to various philanthropic endeavours.

Dayna holds an Honours Bachelor of Arts degree in Economics from the University of Western Ontario, is a member of the Institute of Corporate Directors, holds a certificate in Artificial Intelligence from The MIT Sloan School of Management, is a fellow of The Institute of Coaching McLean/Harvard Medical School and is pleased to be selected and recognized as a current recipient of *The Top 100 Canadian Professionals Award*® for 2020.



“ At Blair Franklin, we are dedicated to building and growing long-term trusted relationships and to finding innovative solutions that reflect our clients' strategic goals.

Summit **II**REIT

Summit Industrial Income REIT

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LOUIS-PAUL MARIN

Chief Executive Officer

Serving as both an engineer and an attorney, Louis-Paul Marin combines his diverse skill set to guide life science industries through challenging quality management and regulatory issues. In 2010, he founded LOK North America Inc. where he has since been contributing to the quality management certifications as well as regulatory and market approvals of innovative medical devices worldwide, most notably throughout Canada, North America, and Europe. Louis-Paul remains up-to-date on the ever-changing and ever-increasing rules governing the development, manufacturing, labeling, advertising, and sales of medical devices and other health products within leading markets.

Louis-Paul's ultimate goal is for the firm's services to be fully integrated into a one-stop-shop and they are moving closer to that goal with every passing day.

After graduating with a bachelor's degree in material engineering from École Polytechnique in Montréal, a law degree as well as a master's degree in law, focusing on regulatory analysis and technical risks associated with the use of biotechnologies, Louis-Paul served as an in-house counsel for Shire BioChem Inc. (formerly BioChem Pharma Inc.). He remained there until 2002, when he transitioned into private practice, where he worked for two of Montreal's largest and most prestigious law firms. When Louis-Paul first made partner at BCF Business Law, he specialized for many years in pure technology transfer law and counseled clients on advanced technologies and regulatory compliance in relation to matters involving health products (e.g. intellectual property licenses, collaboration contracts, manufacturing contracts, distribution, and research contracts).

At one point, Louis-Paul got involved with a medical device deal and he realized that

the medical device industry could encompass his educational background as a lawyer as well as an engineer; more so on the regulatory and quality management sides.

In 2010, Louis-Paul established his own boutique consulting firm, LOK North America Inc., and began to practice in the quality management and regulatory niche areas, bringing products of its clients to commercialization in Canada, the United States, Europe, and several other countries.

LOK North America’s team members have fine-tuned not only how they work together, but also how they work for clients. As a result, their combined expertise has helped to maximize efficiency and to steadily grow the firm’s business by 20-35% annually over the last five years.

At LOK North America, Louis-Paul is not alone in holding a diverse work history. The backgrounds of each consultant are also unique with every member garnering expertise in different fields including legal, engineering, pharmacology, biochemistry, and software. The LOK North America’s team consists of 12 employees, 10 of which act as consultants, whose diversity has ultimately led to success. Team members also handle products controlled by other agencies such as those regulated for pesticides, transportation, and the food industry. However, 90% of LOK North America’s work is devoted to medical devices. By realizing synergies, this unique group of individuals forms a brain trust, consistently focusing on customizing quality management and regulatory solutions, tailored to match with LOK North America’s clients targeted global marketing strategies.

According to Louis-Paul, there are essentially two sides of the business: one focuses more on the company organizational side while the other focuses more

on the product. “Quality assurance is a way to incorporate processes that you follow into the company so you can write what you do and do what you write,” he explains. Learning from the process ultimately helps companies become better at understanding what they do, correct their mistakes more efficiently, and continually improve. On the other side of the business, team members assist clients in complying with regulatory requirements, so the product is safe and does what it is intended to do.

Because they cover quality assurance and regulatory matters, LOK North America’s offering to medical device manufacturers has been integrated into a full spectrum service for start-ups, mid-sized, and multinational companies. Louis-Paul continues to do contractual drafting and review work for clients, as it complements the diverse services offered by his firm. The LOK North America’s team has fine-tuned not only how they work together, but also how they work for clients. As a result, their combined expertise has helped to maximize efficiency and to steadily grow the firm’s business by 20-35% annually over the last five years.

LOK North America is now working to add even more services and to project where they are heading in the future. They strive to follow the same pace while continuing to improve upon the client experience. “It is a complicated matter, and clients are usually not familiar with our practices, so we want to do better at keeping clients informed and involved,” says Louis-Paul. For instance, “to please the paperless generation,” as he says, LOK North America has now implemented its proprietary standard operating procedure templates into a quality management software, designed specifically for the medical device industry. Further, because Canada is often a difficult place to conduct business, he and his team are currently working on building a strong database of distributors, subcontractors, and other relevant professionals. As a result, clients who come to Canada will benefit from the extensive database to locate and connect with potential partners and can more easily and successfully bring their products into Canada. Louis-Paul’s ultimate goal is for the firm’s services to be fully integrated into a one-stop-shop and they are moving closer to that goal with every passing day.

In addition to his commitments at LOK North America, Louis-Paul lectures at multiple colleges, universities, and start-up incubators in technological and medical concentrations and acts as a subject-matter expert on boards and international conferences.



At LOK North America, Louis-Paul is not alone in holding a diverse work history. The backgrounds of each consultant are also unique with every member garnering expertise in different fields including legal, engineering, pharmacology, biochemistry, and software.

Diane Ulman & Brandon P. Lee

Founders and Managing Partners

Recently, *The Top 100 Magazine* had the honor of meeting with Diane Ulman and Brandon P. Lee, two high school friends who became business partners after reconnecting. Together, they founded Integris Law, headquartered in Oakville, Ontario, with locations in Mississauga, Burlington, and Waterloo. The duo talked with us about starting their own firm, their journey building it from the ground up, and their plans for the future.



When the two of you reconnected, what inspired you to establish your own law firm?

Diane: After many years of not seeing each other, we reunited and discovered that we were both in real estate law and that we were both at a stage in our careers where it made sense to go out on our own. We had the same views on the profession and also how to modernize aspects of running a law practice to better serve the community. As a result, it felt natural to join forces. We became partners and started Integris Law in 2019.

How long had you both been practicing law prior to opening Integris?

Diane: I have been practicing law since 2011 and have been involved in real estate for about 15 years. I first worked at a property management company as a student before becoming a lawyer. Then, once I passed the *Bar Exam* and litigated in Toronto for a few years, I was given an opportunity to move to San Francisco to work in the telecom industry. While there, I primarily negotiated land leases for cell phone companies. Today, I specialize in real estate law with a secondary focus on wills and powers of attorney.

Brandon: Law is my 3rd-4th career. I worked in commercial sales for several years, real estate investment, and politics before I decided to

enroll in law school. My first real estate job was during my first university degree, where I managed a rental property close to the campus. I started practicing in 2018, specializing in residential real estate law with a secondary focus on corporate law.

What inspired you to name your firm Integris?

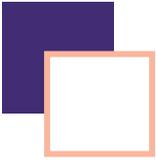
Diane: The name of our firm is about integrity. There are always a lot of jokes made about lawyers and their unethical nature, so Brandon and I wanted to put it at the forefront that we are trustworthy and hold ourselves to a higher standard. Our clients can talk to us and rely on us to get the job done.

We are incredibly approachable and down to earth when it comes to client relationships as well as our relationships with brokers, mortgage brokers, and agents.

Tell us a bit about Integris Law.

Diane: We started our practice with a commitment to be different from other firms. For example, we have a digital foundation and can complete 99% of our work from home or on the road. This allows us to be very nimble and mobile, and our time savings is passed on to our clients. Also, when the COVID-19 pandemic started, we were well-situated to work digitally, and our productivity actually increased as most clients preferred closing deals from their homes. However, we still meet with clients face-to-face when necessary such as when we draw up wills or contracts.

Brandon: We also have four locations now in Oakville, Mississauga, Burlington, and Waterloo. Three are inside brokerages, which we treat like essential parties. We view them as hand in hand, and we make sure our clients are happy with their overall experience, from finding a house all the way to closing.



We view Integris as more of a business than a law firm because a business wins or dies based upon key partnerships and customer service. Our firm is service-oriented as opposed to being academic or theoretical.

What is the edge that makes the two of you stand out from other real estate attorneys?

Diane: One of my strengths is my ability to make even the newest of clients, our first-time homeowners, feel super comfortable. I am also able to break things down easily and comprehensively for people.

Brandon: I try to come up with practical solutions to ensure a smooth closing and also make sure to jump on problems when they arise.

How is Integris Law unique compared to other firms?

Diane: We are incredibly approachable and down to earth when it comes to client relationships as well as our relationships with brokers, mortgage brokers, and agents. Brandon and I give out our cellphone numbers, so we are always accessible, and we frequently work evenings and weekends. Agents can call us at any time because they recognize we are part of a system that only works if everyone works together harmoniously. No one at Integris has ever held a top down, ivory tower mentality, and we always take a practical, hands-on, team approach.

Brandon: We view Integris as more of a business than a law firm because a business wins or dies based upon key partnerships and customer service. Our firm is service-oriented as opposed to being academic or theoretical. Although all the law firms near us are great at what they do, many are lacking in the customer service department because they fail to relate to clients' personal problems. However, this is where Diane and I excel; we make sure to dive deep in order to give our clients what they need.

What are your plans for the future?

Diane: We plan on continuing to expand. If the COVID-19 pandemic had not happened, we would have already opened a fifth location. Brandon and I want to have more locations and more key partnerships with brokerages.

Brandon: We are planning to go into a second stage that will involve real estate investment and development since my background is in those areas. We also want to further improve the business and have a more diverse revenue stream to better serve our clients. Essentially, our goal is to evolve into a much broader practice.



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Q & A

Michael Leopold

Convertus Group aims to be the most advanced organic waste operator in North America. We want to reduce greenhouse gas emissions, protect our environment, and focus on partnerships that support local communities and green initiatives.

Q: Tells us a little bit about your background with Convertus Group.

A: I first joined the organization as the Canadian general manager in June of 2017, when we were still known as Renewi Canada. In 2019, we were acquired by Convent Capital, a long-term Dutch investor whose investment strategy focuses on organizations with a sustainable business model. Following the sale, we merged with two other businesses; Circular Waste British Columbia and Waste Treatment Technologies to become Convertus Group. Today, I am the proud CEO of the business and it has been quite an adventure to grow with the company!

Q: Tell us about Convertus Group.

A: Our tagline is “Closing the loop for a better future” and that is what all of our efforts aim to do. We empower communities to give resources new life, by turning them into reusable products such as biomethane gas or compost. Convertus Group’s focus is on long-term end-to-end organic waste solutions; we have contracts with some of North America’s largest municipalities and commercial businesses that have green bin programs. The organic food waste that is collected is sent to our treatment facilities, where we convert the waste into RNG, compost or fertilizer.

Convertus is a full-service provider for the treatment and recycling of organic waste. We boast modern operating facilities, dedicated professionals, and technological expertise to craft tailor-made plans. In fact, we are one of North America’s only companies able to design, build, operate and service organic

waste processing facilities. Unlike our competitors, Convertus Group is a one-stop solution for the organic waste management process from beginning to end!

As a group, we process approximately 300,000 tons of organic waste and have built over 110 waste treatment facilities worldwide. We produce approximately 85,000 tons of compost and yield a 40,000 ton reduction of CO2 emissions per year! This is equivalent of taking 8,600 cars off the road or avoiding 4.5 million gallons of gasoline being consumed! We recycle and recover approximately 90% of the waste we receive, which translates to a significant positive impact on our environment!

Q: What makes you unique in this industry?

A: Convertus Group is unique in the biotech industry, largely because we utilize multiple technologies when treating organic waste. There are three technologies that can be used to process organic waste. While many of our competitors utilize only one technology, we know how to build and operate plants that utilize all three, so that we can provide robust solutions to our clients. Secondly, we are the only company in North America that has the ability to handle every aspect of organic waste management from the design and build to operation and servicing! Third, we are unique in our breadth of experience operating four facilities in Canada, two in Ontario, and two in British Columbia. Between these four facilities, we process 300,000 tons of organic waste a year. This

Our tagline is “Closing the loop for a better future” and that is what all of our efforts aim to do.

year, we anticipate having our best year yet, by processing around 325,000-350,000 tons of organic waste!

Another differentiating feature of Convertus Group is our state-of-the-art odor abatement system. It starts with a powerful ventilation system that draws in air ensuring our facilities are fully enclosed under negative air pressure. All air is passed through an odor abatement system including an ammonia scrubber, biofilter and bio-scrubber, after which the clean air and water vapor are evaporated from the stack. Because of how we treat odor, our facilities can be built anywhere! Most companies have to truck their waste to far away facilities, which is counterproductive to environmental efforts around reducing carbon emissions. Our technology is advanced, so we can build facilities in the same municipalities creating the organic waste. We provide our clients a local solution, with the smallest carbon impact!

Q: What is Convertus Group’s vision?

A: Convertus Group aims to be the most advanced organic waste operator in North America. We want to reduce greenhouse gas emissions, protect our environment, and focus on partnerships that support local communities and green initiatives. Our goal is to hit a million tons of organics processing in North America per year, and we want to triple the size of our business in the next five years!

Q: Tell us about your work with universities and colleges.

A: Partnerships with universities and colleges that promote the environment are essential for the future. With talent shortages around the world, Convertus has taken the initiative to collaborate with local schools including University of British Columbia (“UBC”), Western University, Fanshawe College and Kwatlen Polytechnic to hire and train new graduates in their field of study (especially around green energy). I’m proud to say we’ve hired many of the students we’ve employed through co-op programs - six so far!

We’ve also partnered with UBC and Western University for research projects that focus on sustainability initiatives on topics such as biogas production and odor characterization.

Q: You’ve won a number of awards for your work. Can you share some of them with us?

A: Thank you, we are very proud of the recognition we’ve received! Our Surrey facility received *Gold Certification* under *Canada’s Leadership in Energy and Environmental Design (LEED)* rating system. Surrey was also the first waste sector infrastructure project in North America and third Canadian project to be awarded the Institute for Sustainable Infrastructure’s *Envision Platinum Award for Sustainability*. We’ve won the *Willis Award for Innovation*, the *Canadian Biogas Industry Award for Project of the Year* for the Surrey Biofuel Facility, and the *2019 Circular Economy Award* from the Surrey Board of Trade.

Q: How does your business give back to the community?

A: We have been delighted to work with a growing number of community groups and municipalities who share our commitment to creating a sustainable future. Since opening we’ve had the opportunity



While many of our competitors utilize only one technology, we know how to build and operate plants that utilize all three, so that we can provide robust solutions to our clients.

to participate in Doors Open in Surrey, an event where community members visit our facility to learn about the loop, participate in plant tours and play games. For International Compost Awareness Week, we sold compost for charity to support the under-13 soccer teams, and we’ve hosted seed-planting booths for municipalities and events. Each year, we participate in events for Earth Day and Waste Reduction Week, and we’ve held Neighborhood Tree Depots each year, where we’ve donated trees to encourage community members to improve sustainability by planting more trees in their garden! Most recently, we supported a First Nation’s community composting project, which will prevent 9 tons of organic waste from entering the landfill. If we can promote environmental consciousness in our communities, we’re in! We also support local community initiatives that focus on region specific initiatives that are important, such as donating to local food bank drives, Toys for Tots, Safety Weeks, etc.

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Farhan Hamidani & Tuula Jalasjaa

CEO &
Global Entrepreneur

Banking & Wealth Management Senior
Executive, Founder & Advisor

With over four decades of combined experience Farhan Hamidani and Tuula Jalasjaa own a catalog of successful innovative businesses, including TF Global, The Women's Collection, Latitude Wellness & Luxury Travel, and ECG Event Management.

Farhan brings over 20 years of senior executive experience in a wide variety of industries including financial services, wealth management, wellness, global event management, luxury travel and the consumer retail industry.

Farhan is a serial global entrepreneur and is currently leading a number of innovative organizations across a wide range of industries that he and his business partner know intimately. Farhan is professionally known as having a strong desire to obtain results with the desire for operational excellence and a superior client experience. He excels at initiating changes to produce sustainable results and has a rational, thoughtful approach to all aspects of wealth creation. A trusted results-oriented executive and professional, known for his traditional business acumen with sustainable results combined with innovative 2.0 thinking, management and creativity.

Farhan co-founded TF Global in 2017, and brought with him a wealth of knowledge, skills, and experience as trusted advisor and leader to serve clients across Canada and around the world. Given his expertise across a variety of industries, there is a no more suitable leader to manage its portfolio of diversified businesses.

Over his tenure in the financial services industry, Farhan held multiple positions, focusing on advisor support in the areas of technology, marketing, practice management, financial planning, and education. As a leader in the field, he trained over 5,000 advisors in financial planning, investment management, and in growing and managing their businesses. As COO and Managing Director at HollisWealth, his last role before founding TF Global, he was responsible for the ongoing daily business operations and sales management.

In recognition of his skill and leadership, Farhan was awarded *Top 100 Business Professionals in Canada* for 2020 and was nominated for *Top Educational Program for Advisors* for 2007 and *Top 40 Under 40* in 2012. He holds a Bachelor of Commerce from the University of Toronto and is a graduate of Simon Fraser University's Global Asset and Wealth Management MBA program.

As co-founder of TF Global, Inc., and founder of The Women's Collection, among other companies, **Tuula Jalasjaa** brings 23

years of experience as a leader in the banking and wealth management industry to focus on business growth, building client relationships, and expanding distribution. She is equal parts successful executive, business owner, and champion of financial literacy for women. After co-founding TF Global in 2017, she set her sights on empowering women with financial confidence and knowledge—a need that she had identified during her long tenure as a senior bank executive. In 2019, Tuula launched “Smart Money for Her,” Canada's first and only robo-advisor platform for women, as part of The Women's Collection, an online platform to help women gain financial literacy via online courses, educational content, podcasts, webinars, and social events. Though geared toward the unique circumstances of women, it is designed to help educate anyone about finances or investing.

Tuula is also working with senior leaders to help shape and guide the strategic direction of wealth management in Jamaica and other Caribbean countries, including how to better serve female investors in all segments as well as business owners, in order to increase their financial empowerment.

Prior to TF Global, Tuula served in several leadership roles in banking and wealth management, most recently as Managing Director and Head of HollisWealth and as CEO of Hollis Bank. Before joining HollisWealth, she enjoyed a long, successful tenure at Scotiabank and, prior to assuming the role of managing director and head at DundeeWealth in 2013, held a number of senior roles within the bank, including responsibility for Scotia's Private Investment Counsel, management of the Institutional Investment Management Distribution Group, and President of Scotia Asset Management U.S. Before joining Scotia Private Client Group, she served as Scotiabank's vice president of strategic business development for Global Transaction Banking.

In recognition of her continuing success, Tuula was awarded Top 100 People in Finance in 2020. She is also a Finalist for the Financial Literacy Champion of the Year Award for 2020 by Wealth Professional. She holds an International MBA from the Schulich School of Business and a Bachelor of Arts degree from the University of Western Ontario. She also holds a Chartered Financial Analyst (CFA) designation and the ICD from the Rotman's Corporate Directors Program.

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TF Global Inc.



TF Global Inc. is a diversified international management and holding company with interests in leading and innovative companies and organizations across a wide range of industries. The company serves clients across Canada and around the world with the mission to “enhance shareholder value by actively managing or operating businesses and investments, which can generate sustainable growth in earnings and dividends.” The company manages a portfolio of diversified businesses through its subsidiary companies and joint venture partnerships operating in a number of industries across a global platform. It serves clients with a range of services to help them meet their goals and objectives, including corporate restructuring, consulting services, interim management solutions, and research and analysis.

Website: www.tfglobal.com

LinkedIn: [linkedin.com/company/tf-global-inc](https://www.linkedin.com/company/tf-global-inc)



The Women’s Collection



THE WOMEN’S COLLECTION

The Women’s Collection is a comprehensive financial literacy and investment program designed to empower and engage women who want financial freedom and independence. The platform offers online courses, podcasts, webinars, social events, a robo-platform and easy-to-understand tools for all women who want to gain financial literacy and begin investing. Although the platform is geared toward women and their unique circumstances, such as a decrease in income due to family responsibilities, it is also designed around general life events, which allows anyone to benefit from it at any stage of life. From beginners who want to learn how to manage their money and explore investing to more seasoned individuals who want to increase their financial skills and knowledge, all members have access to the platform’s suite of tools and solutions to help them reach their goals for the future.

Website: www.thewomenscollection.ca

LinkedIn: [linkedin.com/company/the-womens-collection](https://www.linkedin.com/company/the-womens-collection)

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Latitude Wellness & Luxury Travel



Latitude Wellness & Luxury Travel is a travel and lifestyle company specializing in group wellness and luxury experiences. With the motto, “Make It Happen,” the company is committed to helping people enrich their lives by exploring the world. Its goal is to not only meet the travel needs of its clients, but to inspire them and offer access to a variety of unique trips, retreats, and experiences. In its pursuit to do so, Latitude provides a high level of customized service as well as a seamless booking and travel process to ensure all its clients’ travel needs are taken care of.

Website: www.latitudeorg.com

LinkedIn: [linkedin.com/company/latitudeorg](https://www.linkedin.com/company/latitudeorg)

Instagram: @latitudeorg

ECG Event Management



eCubed Global Event Management is a premier conference and event management group, serving clients from all industries including wellness and healthcare, technology and retail consortiums. The company has a specialist team with expertise in the financial services and wealth management industry. Their services include conferences, incentive travel & reward trips, special events, trade shows and conventions, celebrity golf events and executive leadership retreats & meetings.

Website: www.ecubedglobal.com

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CANOCO Energy Services

Chris Engel

Chris Engel is CEO and founder of Canoco Energy Services, a company specializing in oil and gas turnarounds and shutdowns with a focus on maintenance services, as well as project management solutions for large plants across Canada. He heads a talented, experienced team of CMT (construction management team), skilled trades craft, and other experts, who fix mechanical issues and other problems, such as piping, vessels, and valves. An innovative leader with an entrepreneurial mind and over a decade of experience in the oil and gas sector, when he saw a critical unmet need of the industry, he not only started a company to address it, he created the niche market. “We’re a bunch of young guys bringing a new methodology of efficiency and value to our clients by focusing on turnarounds and shutdowns and maintenance, not just new construction. This is not just a job for us. We really want to build partnerships,” he shares.

With a background in the welding trade, Chris’s success as an entrepreneur began early, when, at 19, when he decided to take a risk for his, business venture in the oil field, a small welding company. In 2009, at age 23, he began working in project management, serving as project and turnaround manager for eight years at two energy companies. During this time, he gained experience and greater insight into the industry and its needs not only from his work, but also from two important mentors, Dave Bukvic and Kevin Cadieux, who provided him valuable advice, shared their expertise, and helped guide him.

In 2017, Chris brought together his skill, knowledge, and an unwavering work ethic to launch Canoco Energy Services. With the motto, “What Good Looks Like,” he and his team are committed to the company’s mission: “Provide optimum value to our clients through a culture of trust and integrity. Consistently and predictively deliver ‘What Good Looks Like’ to our business partners. Creating a culture that produces optimum best-in-class turnaround results.” With positive feedback from their clients who appreciate their efforts to ensure long-term partnerships and provide exceptional service, the company continues to grow, with plans to expand into the U.S. and possibly overseas contracts.

Dave Bukvic

Dave Bukvic is a serial entrepreneur with love for the energy sector. After receiving his chemical engineering

“We’re a bunch of young guys bringing a new methodology of efficiency and value to our clients by focusing on turnarounds and shutdowns and maintenance, not just new construction. This is not just a job for us. We really want to build partnerships,”

technology diploma, he jumped into the oil and gas industry working hands-on with heavy equipment before leaving the field to co-own several establishments in the hospitality industry. Seven years later, he sold his interest and returned to the oil and gas industry, working in sales at energy service companies. In 2012, unable to deny his entrepreneurial spirit, he and a partner bought oil field rental equipment. During that venture, he met Chris while the two were working for the same oil field company.

Sixteen years his senior, Chris started to pick Dave’s brain on business early on. Dave taught Chris about his business learning and experiences, and they established a great friendship. “We had an immediate bond, had a lot of mutual interests, and were both very success-driven,” Dave recalls. When Dave left the company to start his own business, Chris followed suit several years later, with a tractor-trailer venture, in part due to Dave’s experience. Dave sold his business and moved back to Calgary, where he launched a new company in a niche market as a business representation and marketing firm with a focus on small- and medium-sized companies.

Nine years later, the two still bounce new business opportunities off one another, and Dave still offers guidance whenever Chris asks. “Chris is an incredibly smart guy. He has great energy and a great attitude and is a go-getter. He is definitely a younger version of me, and I get excited when I see his drive. It motivates me, as well, gets me

“

He and his team are committed to the company’s mission: “Provide optimum value to our clients through a culture of trust and integrity. Consistently and predictively deliver ‘What Good Looks Like’ to our business partners. Creating a culture that produces optimum best-in-class turnaround results.”

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Chris Engel, CEO and Founder

reenergized. If you can get some level of insight into what direction to take, it is more valuable than gold.”

Kevin Cadieux

Kevin Cadieux is an independent turnaround, shutdown/commissioning consultant. With a lifelong passion for his work, he has managed turnarounds for 30 years, primarily in the oil and gas industry. “It is about the team being up and functioning and the company following the right processes because the processes are what makes the company successful,” he shares. Kevin and Chris met when Chris’s company was working on one of Kevin’s shutdowns. “Chris stood out based on the way he manages the event. He had one of the most successful companies there.” They had an opportunity to work together again, guiding, and mentoring companies.

After that, Kevin always recommended Chris and wanted to work with him because he saw that he was capable of being successful. An expert in designing readiness programs in which he measured companies’ readiness for success, Kevin taught the process to Chris, who now conducts his own readiness analysis to determine what companies have and are lacking. “For me, it’s about someone you can trust, and that’s really what I see in Chris. He has a track record of success. He has integrity, and that’s what it takes to be successful.”

“For me, it’s about someone you can trust, and that’s really what I see in Chris. He has a track record of success. He has integrity, and that’s what it takes to be successful.”



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KIM SCOFIELD, CEO

Q: What inspired you to launch Space42?

A: I home-schooled my kids, and my experience with them was my inspiration. For us, learning was an adventure. The most important things I taught them were *how* to learn, and that everything we do in life is connected by learning – the opportunities are literally everywhere. Each child learned in their own unique way, and they were amazing – I learned more from them than they did from me. Through our local home school association, we had Christmas concerts, sports days, swimming lessons, specialty classes like art, astronomy, and music, and lots of socializing. All my kids went on to university.

Space 42 started as an education company when I was in university pursuing my computer science degree. I wanted to create smart textbooks and online courses. While expanding my work in AI, cybersecurity and blockchain, I became connected with the private-investing world, and because I worked in tech, I could bridge the gap between the techie and the investor. I was essentially both people – I was able to see tech potential *and* I could discern if that potential was investable – so I branched out, increasing my ability to bring investment to important areas like education, health, tech and more. I started in education, then technology, then saw the potential to accelerate technology through investment – then realized that the brightest minds were still in school, so let's connect Space42 Academy to this world and invest in our future!

We're creating a supportive, intense, expert-led space – a community coming together to help companies achieve their goals of acceleration and investability.

Q: Space42 is comprised of three main branches—investment, ventures, and education. First, tell us about the investment branch.

A: Through Space42 Investment we support the global venture community, focusing on impact companies in tech, medical, social, and climate, as well as our ventures and education branches. One way to do this is to have a designated percent of a new investment fund made available to qualifying projects that come out of Space42 Academy, giving high school and university students the opportunity to take their innovations to the investment teams. Our aim is to also create a legacy fund for the Academy, to be used for scholarships. This is a path to increasing awareness and success in impact investing – a path from mentored entrepreneur, to successful business owner, to investor and/or mentor.

Q: Space42 Ventures is designed to help support promising companies. How does this work?

A: This branch will bring together companies and resources, helping them to accelerate. We're creating a supportive, intense, expert-led space – a community coming together to help companies achieve their goals of acceleration and investability. We bring together funding opportunities, collaboration platforms, teams, tools, experts, and resources to partner with these companies. There is also a network of education and other opportunities – some we have created; others are brought by our partners. There will also be opportunities for Space42 Academy and other high school and university students to become familiar with the entrepreneurial world.

Q: And, finally, there's Space42 Academy—the education branch launching next month. How is this different from other online schools?

A: This one is decentralized education. It's about taking education and making it amazing – for both parents and students. Every child is unique, amazing, and vital to our global society. The Academy is kind of like a cross between the X-Men and Hogwarts schools—your day is spent exploring, learning, growing – doing things to your full potential and building amazing skills, while creating a sense of wonder and a love of learning. The idea for this came from home-schooling my own kids and seeing everything they can do and be. I want to bring this freedom and love of learning to everyone. If youth can touch a keyboard, they can touch the world, and it's incredibly important that they learn to do this responsibly and inclusively. Our programs will run both online and in-person, with inclusive, diverse options for learning.

There are similar learning initiatives out there – there's no such thing as being the only one. Ours has a few good twists on what's out there, making it unique and exciting for both parents and students. We take kids through a program that is well-rounded and inclusive – it has the fun, but also the work. The Academy path of academics, mentors, real-life projects, and giving-back keeps everyone grounded and continuously learning.

Q: Tell us about the Space42 team.

A: Space 42 is definitely not just me and an idea. I have an amazing team of brilliant and passionate people working to make this happen—a world of people with talent, expertise, and a shared philosophy. For all of us, it's about impact and giving back – contributing to a better world through education, entrepreneurship, investment and more. A couple of team members: Chris Roberts is my partner in *1984 Adventures*. He's known globally within the safety and security space for a variety of research,

Space 42 is definitely not just me and an idea. I have an amazing team of brilliant and passionate people working to make this happen—a world of people with talent, expertise, and a shared philosophy. For all of us, it's about impact and giving back - contributing to a better world through education, entrepreneurship, investment and more.



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work, and exploits relating to society's integration/use of computers, and common misuses of data. Al Herron is my partner in *Space42 Ventures*. He's a community builder with extensive tech consulting experience and has Stemtac Fndn, which runs STEM programs. Christina Laster is one of my partners in *Space42 Academy*. She is a National Parents Union advisor, former NAACP education chair, and founder of *Mosaic Innovations in Education*.

Q: What is your plan for expanding internationally?

A: The diversity and global reach of everyone on the team is a benefit to all three Space42 branches, given that our goal is to take this international and make what we do accessible to all. We have strong contacts in nearly a dozen countries who are eager to jump on board, so we'll launch Space42 globally, in phases.



Christina



Chris



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Kevin Eshkawkogan

Q & A

Kevin Eshkawkogan rose from the grounds of a First Nation community to the dusty sawmills of a small Northern Ontario town to become the president and CEO of Indigenous Tourism Ontario – the voice for Canada’s largest Indigenous tourism industry. He leads a group of trailblazers on a mission to improve the socio-economic conditions of Indigenous people and communities. This work is based on collaboration and ultimately is to the benefit of all – Indigenous and non-Indigenous. We sat down with Kevin to learn more about his story.

Your personal experiences growing up led you to a career in the Indigenous nonprofit sector and eventually leading the establishing of Indigenous Tourism Ontario. Tell us your story.

First off, I am husband, father, brother, son, nephew, uncle, friend, and ultimately, I am Anishnabek. I initially mainly grew up in two First Nation communities – the Aundeck Omni Kaning First Nation and the M’Chigeeng First Nation – both reservations on Manitoulin Island, Ontario. With my mother from Aundeck Omni Kaning, my step-father from M’Chigeeng, and my father from Wiikwemikoong, my family is a large one that spans across and beyond Manitoulin Island. I grew up on there and we have always thought of Manitoulin as our home until in the eighties we moved. Typically, back then (and not much has changed since), a lot of First Nation communities had high unemployment rates. When I was 9, my family got tired of working seasonally while going on unemployment in the Winter. We moved away because my parents wanted year-round work and to create a better life for our family. We moved to Chapleau, Ontario, where the railroad, MNR, and sawmills dominated the economy. My family worked in the sawmills for 30 years, as did I for a short few years before I eventually went away to college and university.

Establishing a voice for the Indigenous tourism industry in Ontario (Indigenous Tourism Ontario) is another initiative I am very proud to have helped.

While in Chapleau, we lost access to elements of our life such as a family network, language speakers, and culture. In Chapleau, I remember taking an Ojibwe class at our school before the school day started. It was great but it felt like we were in hiding practicing our language and cultural ways before any of the other children and teachers showed up for their day. We faced racism on many occasions and did our best not to let it bother us and stayed focused on improving ourselves and our life. But not all was bad, we had many very positive experiences in Chapleau and it is a place that still holds a special place in all of our hearts. We learned about what is expected of people in non-Indigenous communities in the workplace and the Francophone culture. We met numerous great people, played a lot of hockey, and were able to connect to the land, which there is plenty of. We found the positive.

In 2002, I started working with the Waubetek Business Development Corporation as a business development intern. Helping Business Development Officers help Indigenous entrepreneurs start or expand their businesses was gratifying. Although I planned to study law, I was so inspired by the work I was doing. While working at Waubetek, I volunteered to help with international marketing for a regional tourism initiative – the Great Spirit Circle Trail. After

a few years, I moved over full time, and eventually became the CEO for the for-profit and not-for-profit entities. Seventeen years later, I'm still doing this type of work to help the people. All of this has led me to fulfilling my life purpose of helping others. Through our ceremony known as 'Fasting', it was revealed to me that my role in life is to simply help as many others as possible. With whatever I have available to me, in all that I do, I am helping in both my personal and professional life.

Tell us a little bit more about your professional background.

Since I was 19 years old, I've helped establish, grow and govern almost 50 corporations in various sectors. My 'expertise' is in nonprofit corporations and helping Indigenous groups get involved in the economy – typically through tourism. In my work, I've been privileged to work alongside numerous partners from across Canada, together, we established a national organization now known as the Indigenous Tourism Association of Canada - an organization that supports Indigenous tourism operators across Canada. Establishing a voice for the Indigenous tourism industry in Ontario (Indigenous Tourism Ontario) is another initiative I am very proud to have helped. It is rapidly growing and has incredible momentum right now.

What is Indigenous Tourism Ontario (ITO)?

To understand ITO, one needs to understand that Indigenous people are the original tour guides in these lands. There is no one who knows these lands better than the Indigenous people. These lands are our homelands, and we know them like the back of our hands. Incorporating the Indigenous story on Indigenous terms into tourism offerings enhances the visitor experience to Turtle Island (North America). Built to serve Ontario Indigenous tourism businesses, ITO helps operators build their businesses. Ontario is home to over 550 Indigenous tourism businesses that contribute over \$622 million to the GDP, and create almost 13,000 jobs. This helps improve the socio-economic conditions for Indigenous people. With adequate help and support, we will survive and become stronger than ever. We are resilient, the tourism industry is resilient, by combining the two, you have a group with a relentless core.

Indigenous tourism businesses cover all sectors of the tourism industry. They sell Indigenous experiences including various cultural experiences, ATV tours, food experiences, teepee camping, hotels, lodges, casinos, cabin rentals, and everything in between. Indigenous culinary experiences are in high demand and our region is the first region in the world to develop an Indigenous food tourism strategy. We're trailblazers and are at the forefront of this sector in the Indigenous tourism industry. Most people say it is due to me, but it is not, I could not do my work without support from my family, our various industry partners, the businesses, and our ITO team.

What does Indigenous Tourism Ontario have planned for the future?

We're pivoting and the many voices of our industry have helped us curate a thoughtful five year Strategic and COVID-19 Recovery Plan which will **Preserve** our strong and resilient Indigenous tourism businesses, **Renew** our provincial Indigenous tourism industry on the heels of the pandemic's retreat, and **Rejuvenate** the spirit of our people, visitors, and industry. ITO will continue to engage stakeholders and listen to our industry's voices as we embark on implementing the plan. Through initiatives like our Indigenous culinary and virtual reality work, Indigenous tourism businesses will have Indigenous driven platforms to tell their stories on their terms.



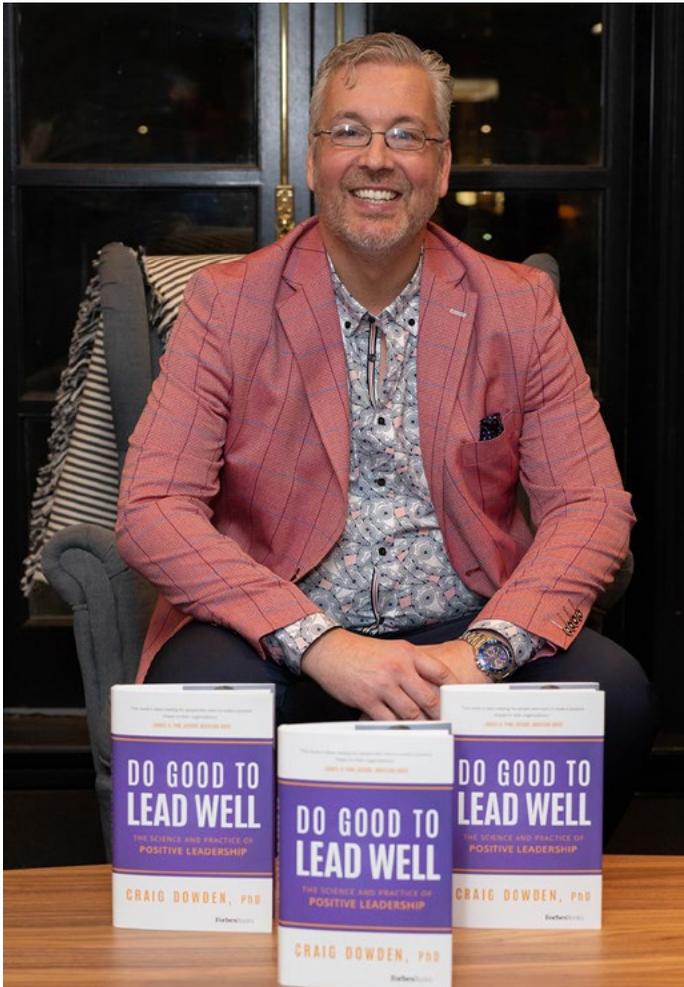
Indigenous tourism businesses cover all sectors of the tourism industry. They sell Indigenous experiences including various cultural experiences, ATV tours, food experiences, teepee camping, hotels, lodges, casinos, cabin rentals, and everything in between.



Kevin Eshkawkogan, President and CEO

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CRAIG DOWDEN, Ph.D.



Craig's mission is to support leaders and executives to thrive in their roles by translating his love of science into the practice of positive leadership. We sat down with Craig to discuss his book and find out why more and more business leaders and executives are adopting his techniques.

Craig Dowden (PhD) is an award-winning keynote speaker and highly sought-after executive coach whose passion and insights inspire, energize, and empower audiences and clients across North America. His first book, *Do Good to Lead Well – The Science and Practice of Positive Leadership*, was published by *Forbes* in early 2019 and became an instant *Best-Seller*. Called “ideal reading for people who want to make a positive impact in their organizations” by best-selling author, Daniel Pink, Craig’s book was endorsed by over 30 CEOs and top-rated *TED* speakers.

Craig has a doctorate in psychology with a concentration in business and is a Certified Positive Psychology Coach™. His work has appeared in *Forbes*, *Fast Company*, the *Huffington*

Post (U.S.), the *Financial Post*, the *Financial Times*, and *Psychology Today*. Craig’s mission is to support leaders and executives to thrive in their roles by translating his love of science into the practice of positive leadership. We sat down with Craig to discuss his book and find out why more and more business leaders and executives are adopting his techniques.

You have a PhD in psychology with a specialization in business, and you combine both areas in your work and in your book. Tell me about what you do.

I predominately speak and coach on the science and practice of positive leadership. My professional mission is to bridge the gap between what science knows and what leaders do. I am passionate about sharing evidence-based principles with my clients, which is why I pursued my PhD in psychology and business.

What are the most common challenges your clients bring to you in your coaching practice?

Most of my work focuses on emotional intelligence, or EQ-related issues or concerns. I help my clients, many of whom are CEOs and senior executives, to raise their level of awareness about who they are and how they come across to other people. I also help them relate more effectively to the people around them and the situations they face. At its core, it is about maximizing alignment, on a personal and professional level.

What are some of the biggest challenges for executives, and how do you help them overcome them?

One of the major challenges is that executives are working in an environment of high stress and information overload. When we are in this heightened state, we can make rash decisions or act outside of our values, which can create substantial problems. I make sure my clients slow down and think through the different options and likely consequences for their most important and strategic decisions. What impacts will each option have for them? Their organization? Their stakeholders? What option feels most closely aligned with their values? How can they reframe an issue or option? Nothing feels more satisfying than when we feel empowered to show up authentically during our most challenging moments.

You talk about the importance of ‘leading with curiosity.’ What does this mean and how does this technique help leaders?

To lead with curiosity means asking questions of ourselves and of others. It is about taking a moment to dig deeper rather than react immediately. One of the biggest opportunities to ask questions of ourselves comes from our emotions. Our emotions are data points. How we feel in a situation is an invaluable source of information. We can learn so much about who we are and what we value by examining what we feel and how we react to different people and situations. When we sit with and learn from our emotions, rather than judging, or reacting to them, this puts us in the best position for success because we don’t get derailed or upended in crucial situations or relationships.

When it comes to asking questions of others, considerable research tells us that empathy is a critical skill for our personal and professional lives. This means asking a lot of exploratory questions rather than assuming we have the right answer or know what's going on. Unfortunately, most people are inclined to act on their assumptions, which are often wrong. This can create a lot of problems and even permanently damage relationships. Instead, we need to ask open-ended questions, such as "What makes you say that?" and genuinely listening to the answer without judgment. When we effectively lead with curiosity, we ask questions and suspend judgement before deciding what to do or how to respond. This is the roadmap to leadership success.

These are some of the same topics you discuss in your book, *Do Good to Lead Well*. What was your motivation for writing it?

When speaking with my clients, a lot of times they would have questions about how they could be a positive leader. In many cases, they believed it was a dichotomy: you could either drive results by sacrificing your integrity or by being tyrannical or toxic; or you could be nice, but have to accept you would get sub-optimal results. I wrote *Do Good to Lead Well* to challenge that fundamentally misguided idea. There is a lot of fantastic research that shows that positive leaders drive positive business results, emotionally as well as financially. I wanted to write a book that provides evidence-based pillars that have been shown to drive leadership and business success. The six pillars I share in my book – self-awareness, civility, humility, focusing on the positive, purpose, and empathy - have a robust scientific foundation, which has been there for a long time.

The six pillars I share in my book – self-awareness, civility, humility, focusing on the positive, purpose, and empathy - have a robust scientific foundation, which has been there for a long time.

What topics do you get asked to speak about the most?

Empathy is certainly one of my most popular topics, which is not surprising given that we're experiencing the lowest level of empathy in our history. Even more importantly, considerable evidence shows how empathy is a critical pillar for executive excellence and ethical leadership. This is not surprising when you think about it because empathy is at the heart of building trusting relationships. I love sharing the science and practice of empathy because it is an invaluable skill, in leadership and in life.

Resilience has been gaining momentum as a topic of interest for many years, and the global pandemic put that into high gear. There is a science of resilience, for individuals as well as for leaders. I share evidence-based tools and techniques so people can maximize their own resilience as well as discover ways to build resilience in their teams and organizations. There's a lot of fascinating work around how small changes in our mindset and behaviors can deliver extraordinary results.



Humility is another topic that is growing increasingly popular. Unfortunately, in this current age, the people and leaders who are often showcased tend to be gregarious, aggressive and exceedingly confident. Science tells us this is not a pathway to success. Quite the opposite.

We need to get better at asking the right questions and accepting we don't and can't know everything. If we fail to do that, we are in trouble.

One of the pillars in your book that I thought was really interesting was self-awareness. Can you talk more about why self-awareness is so important?

I consider self-awareness a foundational pillar of positive leadership and it is the reason I cover it first in the book. The more we're aware of who we are and how we come across to other people, the better equipped we are to navigate the different situations and people we encounter. While there is a lot of research that shows how important self-awareness is to our success, it is quite rare in the population. In fact, only 10 to 30 percent of us are reasonably self-aware. This means if we can improve in this area, it provides an incredible competitive advantage for all of us. Unfortunately, many of us are overly confident in our level of self-knowledge, which creates a huge blind spot and gets in the way of us maximizing our potential.

How can people find out more about you and your book?

People can find more about me on my website craigdowden.com or reach out to connect with me on LinkedIn. Tell me you found me through this article. I love connecting with new people and hearing and learning from their stories. I also have a complimentary newsletter, which shares evidence-based practices with my community. You can sign up by emailing info@craigdowden.com with newsletter in the subject line.

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Craig's Book is Available on Amazon

Neil Mistry, Founder & CEO

We are the secure digital transformation leader. Our theme is business transformation through IT modernization.

What does MIS3 Inc. stand for?

MIS3 Inc., the brand, stands for business transformation through IT modernization. It's why we exist, it's our mission—to be a strategic business and technology partner for our clients to help them transform and reimagine their business model through the adoption of our IT Modernization Framework.

The IT Modernization Framework has an application-centric philosophy allowing any organization of any size to adopt, globally, if they truly want to achieve secure digital transformation.

This framework is supported by new and emerging next-generation technologies because legacy technologies cannot help you securely digitally transform.

How did you come to launch MIS3?

I launched the company in 2018, but I've been in the IT industry in both a sales and consulting capacity for 20 years, across Canada. I've worked for some of the largest technology original equipment manufacturers (OEMs) and value-added resellers (VARs)/solution integrators in Canada during my career.

I spent a bulk of my career in public sector focusing on provincial and municipal government, including public safety, alongside large enterprises in private sector. Several years ago, while working in my previous role as director of sales public sector, I saw a major shift in how government was desperate to understand the business value that technology provided and started to shift their technology spend towards a next generation of technologies, including SaaS and IaaS, to focus on achieving business outcomes. These technologies included cloud computing strategies such as SaaS, IaaS/PaaS and private/hybrid on-premise cloud platforms. The purpose was to shift towards a more fluid and cost-effective IT strategy to meet business requirements and leverage technologies that they could scale with simplicity, and were easy to deploy, operationalize, access, alongside being cost effective.

I quickly realized the shift was happening not just in government, but in all verticals, and I said to my business leaders at that time, "If we don't change our brand and approach as a traditional VAR and IS, we are going to die and become less relevant to our customers." They didn't understand how the market was changing or did they want to self-inflict change, and, shortly thereafter, they were acquired.

If customers are choosing to spend money on technology in a different way, the relevance of a VAR and or SI also has to change. New and emerging next-generation technologies focused on infrastructure, cybersecurity, and IT operations are becoming easier to use, less complex, and easier to deploy. The need for traditional professional integration services and efforts are NOT required from the VARs and SI's any longer, only for legacy infrastructure.

How did you self-inflict change?

I began speaking to my customers more intimately to understand why the shift in IT spend was happening, and I changed my consultative account management approach. In doing so, I realized that how we spoke to companies about technology had to be different, so I created a proprietary five-step methodology that we termed "IT Modernization Framework," the core to "Business Transformation Through IT Modernization," which became our mantra. This methodology and IT modernization approach allowed any organization in the world to build and execute against a roadmap towards achieving secure digital transformation. Anyone can adopt it because all companies have one thing in common: applications. All IT complexity stems from one area the applications. Therefore, creating an IT modernization framework had to be created with an application-centric philosophy.

For eight years before I launched MIS3, I had been creating this methodology and white-boarding it to CIOs, CISOs, VP of IT, and others all over Canada. I received tremendous feedback that was all positive and was encouraged by my customers to pursue this vision further when ready, with their full support.

I had a gap in the overall message to realize this vision. What was missing was new and emerging next-gen technologies that enabled that IT Modernization Framework. I researched technologies that supported my framework and vision to help organizations achieve secure digital transformation, and, in June 2018, I parted ways from my old employer to pursue my vision for creating Canada's first business value technology provider and now Canadian leader in secure digital transformation, Managing Information Systems 3, Inc.

Customers are seeking a new IT strategy and service-delivery model that meets business needs and drives business outcomes on demand. The desire from a customer view to find and work transparently with a next-generation business/technology partner focused on both business outcomes and has the aptitude to understand and articulate the business value technology provides. Interpreting this information and mapping it directly to business objectives and goals is one of the prime areas MIS3 Inc. differentiates itself from the traditional VARs and SI's in Canada. This is being well received nationally, especially with government.

Tell us about the journey of MIS3. Why did you start the company?

Before I launched MIS3, my clients were asking me for the framework I had developed, the logical five-step process to achieve business transformation through IT modernization. I started the company to provide this for them, and we have 30-plus customers today, most of which are government. I had the methodology; I knew it worked. When I started the company,

it was just me, and in less than 19 months, we've grown to 14 people, and at the end of the calendar year, will be 20. We've done about \$8 million in revenue in our first 20 months. I also built an alliance partnership team that is an extension of the MIS3 team. Our first partner was Nutanix. We now have over 30-plus tech partners who all serve a purpose and support the IT Modernization Framework. Right now, we're servicing the Canadian market, and we're changing the Canadian IT landscape. We plan to move to the U.S. in the future, given the global economy and need for secure digital transformation to fuel their business transformation.

What is MIS3? How do you help companies achieve business transformation through IT modernization?

We are the secure digital transformation leader. Our theme is business transformation through IT modernization. We have 51 revenue sources to enable that theme to be real, which includes six alliance partners, 30-plus partners, etc. All these revenue sources sphere upwards into a theme. To achieve business transformation, you need to first answer four core questions to reimagine your business:

- How will we as a corporation engage our customers/citizens?
- How will we empower our employees?
- How can we optimize existing processes and make them automated with technology?
- How will we transform our brand and improve or reinvent the products and services we provide?

Once the business can answer the above, our MIS3 Inc., IT Modernization Framework will enable you to leverage the appropriate next-generation technologies and strategies to execute against that business vision. Many of our technology partnerships allow us to be either the ONLY provider or one of a few across Canada for that technology.

When we talk about business transformation through IT modernization, we focus a lot of time on the business transformation piece. Digital transformation is something every business in the world is going through. Business transformation is all about reimagining your business and understanding how you operate today as well as in the next generation. It is not the tech that is important, but rather the business value the technology represents. All of those technologies have their purpose and all tie in, depending on the client, and where they are in the journey towards achieving secure digital transformation.

We have become the key channel for these new and emerging next-generation technology companies to enter Canada. Together we are providing awareness and education to government and private sector companies across Canada around who and what these next generation technologies are, and how they can help them achieve secure digital transformation with our help and guidance.

What solutions does MIS3 offer its clients?

Our solutions focus on three core practice areas. The first area is next-gen infrastructure—invisible infrastructure. This means it's not the infrastructure that is important, it's the application, and infrastructure should be there to let the application run, similar to your smart phone or tablet.

The second area is next-generation cybersecurity, focused on giving guiding principles that make us unique in our approach compared to our competitors: understand, adopt and benchmark against a cybersecurity framework, build a dynamic CMDB (configuration management database), adopt an early detection response approach (EDR), build a zero trust framework, and security as a service.



Together we are providing awareness and education to government and private sector companies across Canada around who and what these next generation technologies are, and how they can help them achieve secure digital transformation with our help and guidance.

The third area is next-generation IT operations: reducing manual intervention and simplifying IT daily operations; moving towards AI, machine learning and behavior rather than mundane daily tasks, and adopting a simplistic IT architecture strategy initially will help you reduce IT operational complexity.

What is MIS3 Inc.'s impact in Canada and globally?

Focused on helping clients reduce their technology footprint and moving towards IT operational simplicity, MIS3, Inc., specialization is centered in providing innovative disruptive technologies that have business relevance for every organization. MIS3, Inc., believes clients in Canada are looking for an organization who can provide thought leadership and awareness around aligning business outcomes with simplistic secure technologies and strategies to achieve secure digital transformation. Achieving business transformation through IT modernization is hard, and not possible today without partnering with new and emerging next-generation technologies focusing on next-generation infrastructure, cybersecurity and IT operations. MIS3 Inc. is the brand that will, and has, changed the IT landscape in Canada!





Éric Lapointe

CEOS

One day during his 20-year career in the wealth management industry, Éric Lapointe looked around at the brokers from banks, advisors of the industry and private banks, whose staff consisted mainly of employees. Something was missing – including the human aspect and the time to do your job the right way. Driven by this epiphany, he launched CEOS Family Office, «The Family Office of the future», with a goal to define the next generation of multi-family offices guided by his motto: *Fewer clients, more services*. From its base in the Montréal area, CEOS is dusting off the multi-family offices of the past. It is reinventing the wealth management world by allowing its clients to access under one roof the best professionals in the industry – all working as a true team with the same goal in mind for their clients, their families, and the companies they serve or own. With a full range of services, including aggregation of assets, asset management (pooling, fund structuring), bookkeeping and accounting, legal, taxation, estate planning, family governance, concierge services, and medical access, CEOS is changing the world one client, one family at a time.

We had the pleasure of talking with Éric to find out more about CEOS, what the multi-family office of the future looks like and how his company is helping clients thrive with its innovative model.

You call CEOS Family Office the *Family Office of the future*. Why does the Multi-Family Office have to change to succeed in the future?

One of the first books I read about multi-family offices was written in 2004, before the *Great Financial Crisis*.

Every book talked about outsourcing and being «pure» and independent. That's great, but none talked about being efficient and the fact that there is a huge weakness in the collaboration between external lawyers, accountants, notaries, and so on. No one takes the time needed to come together, life goes faster than ever, and they all go on with their separate duties. If you really want to help your clients and focus on their goals, you must be able to cover and link together all aspects of their specific situation. What is «pure» if you're not efficient? Actually, our first job is to give back time to people. The last thing you need is to sit with a bunch of different external people who only have a fraction of the information. Our job is to make sure everything and everyone is in one place so that we're always ahead, instead of repairing things afterwards. In other words, we are proactive instead of reactive. It was not easy to build, we needed to have everything inhouse and everyone had to respect every aspect of the various disciplines required to serve our clients. Every profession has its own structure with its own regulation and compliance. We had to build that synergy over many years, and now that it's all come together it's simply beautiful to watch.

You have 20 years of experience in the Wealth Management industry, which includes senior roles with Assante Wealth Management and Stonegate Private Counsel. How did your prior career lead to CEOS?

During my finance career, when I looked at brokers from banks, private banks or even other MFOs, I always felt the human aspect was missing. In 2012, while I was reflecting on what my future would be, I realized it wasn't about money. It was rather about people – fewer clients, more services. Money would probably be there at the end anyway by doing the right thing. The future is not about how much assets under management you have, it's about what I call «the return of the professionals». And the advent of COVID has been giving us proof of an obvious fact: working as a team, if you are not an actual team, is simply not possible.

What exactly does CEOS Family Office do?

It would be easier to list what we don't do than try to list what we do, but in simple terms, we make the life of ultra-high-net-worth individuals (\$30-plus million in wealth) as simple as possible. We offer a wide range of services, including expertise in wealth engineering, bookkeeping and accounting, estate planning, Canadian and U.S. taxation, governance and financial education, asset management and aggregation, concierge services, medical access, investigation services, cybersecurity, and data protection. We've just merged with Arthur Majordome, which offers other concierge services, and we're really excited about being able to expand the solutions we provide to our clients.

Your model is probably one of the most novel that I've seen. You built entire teams of professionals who all work together in the same place for your clients. Tell me about this.

Yes, we built a full team together with my initial partners Nicolas Yvon, Dave Dion, and Clyde Leonard. We now have 29 people and every person has been selected for their unique strength. If we do a test and look at everyone, it is a perfect fit. I played football in the past, and I know that sometimes it's not only about talent, it's also about working together to be successful and win. It is about synergy, and that is what we have, and we work on it all the time. This also gives me the time to create the next divisions of CEOS to keep growing, such as cybersecurity and a health clinic. Another unique aspect is that we have three generations in our office. I'm part of the first generation, then we have a second generation ten years apart, and now a third generation has joined who are the same age as some of our clients' children and future clients. Clients have to be aligned with team members so that they understand each other. For most

multi-family offices, transferring their practice is difficult since you don't sell relationships when you've been with them for so long. You need to prepare your succession 20 years in advance, which is what we've done. We have the next generations that will grow with us and understand what they're doing. With the benefit of our collective knowledge and their new technologies, they will evolve and hopefully be better than us in the future!

Every area of expertise has its own structure and compliance. How do you deal with that?

First, we never build a new division before finding the right person, which is key. We must find people who are right for the spot and have their goals aligned with ours. The rest is just a matter of being compliant at all times.

Your fee model is also unique. Tell me how this works.

Everything is fully transparent and included into a single fee, meaning no hourly rates, no matter how many hours we put into a specific client. This also allows every professional to spend time with each client. What is the model that allows all fees to be included? The model is actually not to have a model. If you look around at multi-family offices, they need assets and investments to be able to work. We don't. We don't need anything in fact, and that's how I wanted it. We sit with someone and try to gather everything about his or her life, and then we target the most important elements that need to be taken care of for that specific person or family. Some clients don't have liquid investments for example, it's just a membership fee, and we start working with them when they're ready. For that we have all the information in-house and we maintain efficient archives. There is no sales pitch. In the end, whatever needs to be done just gets done.

You're an uncommon leader, Éric, in that you have your hand in every aspect of CEOS, even serving as concierge, if needed. How do you view your role and responsibilities?

As founder and CEO, and since we wanted to develop the next generation of multi-family offices, my primary role is one of strategic planning. My team and I truly dream of a different type of family office, so it's very important to try and think in ways that others don't. That being said, I do not restrict myself to some predetermined responsibilities. That would not fit with one of our core missions: doing whatever's needed to help our clients «have time to enjoy time». That means taking everything we can off their schedules. In essence, my primary duties become whatever needs to be done to get there. One day it could mean assisting a client with a health problem, the next day dealing with an estate planning or discussing with our CIO about our investment strategy in volatile times. In a nutshell, one day I'm the CEO, the next day I'm the concierge! We all are!

You recently got involved with the Institute for Alternative Investments at CAASA, the Canadian Association of Alternative Strategies and Assets. Tell me what you'll be doing for them.

I will be in charge of bringing CAASA to the francophone community in Canada. Our aim is to organize podcasts to discover and share new ideas on how to analyze and structure various deals in alternative asset classes.

What is the next service area you'll be building to help your clients? What does the future look like for CEOS?

If asked what the future holds in the middle of this extremely difficult time, I would say I plan on being busy helping people! Looking ahead, knowing that «Open Banking» is coming, I plan on developing a cybersecurity division. This will be very important. Our concierge services have been used in so many ways because they evolved based on the clients and their needs. As our clients change, the business needs to adapt. That's another strong suit about us: Our company is adaptable; it is never final. Most of it is really human and that's the future of the industry we're in. A lot of tasks can be performed by robotics and AI, and human interactions are getting more complex with email, text and social networks being more common. Talking to people and empathizing with them is still the most important and vital aspect to a relationship. Health is also part of the future. We're building a private clinic, having a direct line to make sure clients can always be safe and secure. We never know what can happen and we need to be able to help, that is the key point for 2021. Right now, we're looking at acquiring a clinic in Montréal and to adapt it towards the future.

You are very involved with community organizations. Tell me about some of these.

I'm very mindful of giving back to the community, and I've been involved with various foundations and associations, including Fondation Source Bleue, Fondation des Carabins de l'Université de Montréal, Fondation des Anciens Alouettes, and others. We also plan on having our own CEOS Foundation, which would focus on the transfer of knowledge. That would mean a lot to me, as I've been lucky enough to have access to so much knowledge and learning resources in my life. It is unfortunately not the case for everyone. Our firm has also been sponsoring valuable industry initiatives, including events from STEP Canada, Trust and Estate Planning, as well as CFA Montréal.

I have to end this interview with a personal question, just out of my own curiosity. You were an accomplished football player in University sports. You were inducted into the CFL Hall of Fame in 2012 and received a litany of awards. Can you tell me about some of these?

It's an odd feeling to list your own awards, so I'll just mention a few that I'm most proud of. I received the *Hec Crighton Trophy* for the most outstanding Canadian football player in University sports in 1996 and 1998. I was also twice a *Grey Cup* winner, with the Hamilton Tiger Cats in 1999 and the Montréal Alouettes in 2002. I was later voted *Best University Player of All Time* by the fans in 2005. I will always be proud and very grateful for those, especially the TEAM championships!

Éric holds a Chartered Investment Manager (CIM) license and a Fellow of the Canadian Securities Institute (FCSI) credential, and he is a YPO member. He received his bachelor's degree, with Distinction, from Mount Allison University.

Devon Davidson

“We know from personal experience what it is like to want to break free from industrialized pharmaceuticals, and we’re here to offer a safe, effective alternative.”



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With over a decade in sales, marketing, and business management, Devon Davidson has spent years researching the cannabis plant and has seen first-hand the benefits that cannabidiol (CBD) can bring to people’s lives. As a passionate entrepreneur in the cannabis sector, he co-founded Canalief Inc. where he serves as president and chief executive officer. Currently, Davidson is using his skills and experience to lead the company into an exciting new industry.

Based out of Bassano, Alberta, Canalief is a cannabis cultivation and processing business that grew from the desire to help people actualize the health benefits of medical cannabis.

“We know from personal experience what it is like to want to break free from industrialized pharmaceuticals, and we’re here to offer a safe, effective alternative,” says Davidson.

Canalief digs deep into cutting-edge medical cannabis technology in order to grow with their partners and to provide safe, effective medical solutions. Team members also take pride in crafting a homegrown product and in creating real one-on-one connections with their customers.

As president and CEO, Davidson develops the strategies to make Canalief’s vision a reality. His responsibilities include overseeing all business operations, such as business development, hiring staff, and executing a strategy that will move Canalief toward its goals. Despite the myriad of ups and downs in the development of legal cannabis during the first couple of years, Davidson continues to strive on, making sure the company maintains a competitive edge as well as quality and consistency in products.

Canalief specializes in cannabis-derived CBD products of the highest quality and uses green technologies such as deep-water culture and top-tiered, full-spectrum LED lighting to maintain their commitment to responsible growing.

“I have received so much support from the people in my life. I am thankful to them and to the town of Bassano for being so welcoming to us and to our business,” Davidson says.

As natives of Calgary, Canada, Davidson and co-founder, Adam Bourbonnais, were looking for the perfect local home for Canalief and were delighted to join the Bassano community.

“We hope to bring local values into our business by giving back to the community as much as possible,” Davidson says.

Canalief plans to support local school breakfast and lunch programs and offer bursary programs to post-secondary students.

“My motto has always been ‘No shortcuts,’” Davidson says.

“Those two words permeate my life—from the cooking I do, the renovations I work on at home, to the way I run my business.”



SCHULMAN DESIGN

Margot leads Schulman Design, a full-service interior design firm that is spearheading change for Canada's most vulnerable members. The firm transforms commercial, residential, and hospitality spaces into beautiful, functional, people-centered designs.

Margot Schulman is a Calgary-based entrepreneur, interior designer, and sociologist of more than 25 years. She is also one of only two facilitators trained in Virtual Dementia Tour, VDT™, a scientifically proven, evidence-based method of building a greater understanding of dementia. With a lifelong passion for supporting the aging population and those with physical and cognitive disabilities, Margot leads Schulman Design, a full-service interior design firm that is spearheading change for Canada's most vulnerable members. The firm transforms commercial, residential, and hospitality spaces into beautiful, functional, people-centered designs. "The true measure of any society can be found in how it treats its most vulnerable members. I believe universal design does not simply create an option for people with disabilities and a different one for people without. It creates one solution that works for everyone," she explains.

Schulman Design works with families, caregivers, and seniors to help prepare their residences to age successfully at home and in community, and they have worked on a variety of residential and commercial projects ranging from 1,500 to 140,000 square feet. The company also works with home builders, architects and developers to create designs that foster positive health outcomes and efficiencies for operators. Margot launched the firm 25 years ago, after her brother, who suffered a serious brain injury, inspired her to challenge the design of long-term care facilities. After her family spent 20 years navigating his full-time care, she quickly realized the intricate relationship between care and design models, and the wellbeing of patients. Her family spearheaded a "home within a home" at the Sherbrooke Centre in Saskatchewan. After watching him blossom, she founded her firm with a singular mission: "Better Care. Better Life. By Design."

"I learned quickly through my brother how small changes in our environment could make a big difference in accommodating everyone. We're able to create a beautiful space that is functional, accessible, and safe without someone knowing it was designed for that purpose. Aesthetically, they're beautiful, and it feels like home" she says.

Margot also believes that the crisis in Canada's care home models is a serious human rights issue. "All stakeholders—government, private, nonprofit—need to start working together on a solution. It will take the whole community working together to overhaul our aging and caring systems," she says. Her new design model, Curatta, which means "curating the aging spirit," means



MARGOT SCHULMAN

Owner, Principal Interior Designer

to fix this with a high-end, aging-in-community lifetime home in Alberta. It's a complete, caring neighborhood where those living with memory loss or dementia live as they would at their own homes. With eight family-style bungalow homes, the community will be designed to stimulate memory and promote independence, social connections, healthy lifestyles, growth, and fun. The company has completed the prototype and is currently seeking investors. "Curatta will transform how we care for people experiencing dementia, using a unique community design and drawing from the latest best practices in dementia care," Margot explains.

Margot is a regular guest speaker at international conferences on aging, including the *Environments for Aging Conference and Expo* in the United States, and she has served as the keynote speaker for the March of Dimes, Opening Doors, Designing for Our Aging Population at SASHA conferences, and other events.

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Penny

Stayropoulos

CFA, CIM, TEP, FMA,
Vice President

“ I work with clients who prefer to delegate the day to day investment decision-making to someone like myself, so they can focus on what matters most, living their life.

Known as an energetic and talented wealth manager, Penny Stayropoulos boasts almost two decades of experience in banking, lending, financial planning, and portfolio management. Because her clients genuinely matter to her, Penny strives to discover their values, habits, motivations, and goals as a means of better understanding them as well as their financial concerns. Today, as vice president of Lorne Steinberg Wealth Management Inc., Penny is committed to helping her clients benefit from Total Wealth management.

In the summer of 1992, a tragedy occurred that had a significant impact on Penny's future. Her father, the family's primary provider, died unexpectedly without a *Last Will and Testament* or estate plan. As a result, a near bankrupt working farm, and several dependents were all left behind to begin a long, stressful, and financially draining process. Penny witnessed her mother struggle through the traumatic event, which caused serious, life-long mental anguish, physical, and financial consequences for the entire family. As a result of this tumultuous experience, Penny's purpose was borne. From that point on, she wanted to advise and guide others not only on the value of total wealth planning but also on the importance of establishing and evolving their financial education and financial well-being.

Throughout her schooling years, Penny's nickname became Penny Banker because she would always find a way to incorporate financial advice into casual discussions with her

friends. In fact, her passion, focus, and career goals have always been centered around helping others make educated financial decisions. Over time, the nickname evolved into PB, which Penny uses as a social media handle. PBTotalWealth can currently be found on Twitter, Instagram, Facebook, and her latest website.

As vice president of Lorne Steinberg, Penny manages, monitors, and rebalances investment portfolios for her clients. "The heart of what I do is portfolio management that incorporates a total wealth view. This fuses the knowledge, complexities and practice of portfolio construction, strategic asset allocation, and understanding the inner workings of other simple and complex planning facets that affect the scope of my clients' financial goals, habits, and beliefs against their total wealth and investment portfolios." Penny serves a variety of private high net worth clients, working with estates, trusts, foundations, and charities in Canada and the United States.

Notable list of designations – CFA, CIM, TEP, FMA and a member of the Toronto CFA Society and The Society of Trust and Estate Practitioners (STEP) Canada.

As a collaborator and contributing content expert for The Women's Collection financial literacy group, Penny easily shows her experience and leadership in the investment field.



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Adrian Bohach, President & CEO

Impassioned by impact, social entrepreneur Adrian Bohach has served as a thought leader and innovator within the business, government, and non-profit industries for over 35 years. Both a pioneer and champion of social enterprise in North America, Adrian has been an advocate of the Social Enterprise Model since 1985. His vast work experience includes roles as an actuary, business owner, executive management consultant, writer, university lecturer, and board member. Today, as president and chief executive officer of Enterprise4Good, Adrian continues to utilize his organizational and business background to assist nonprofits in becoming self-sustaining organizations.

Although there are currently hundreds of academic definitions to explain social enterprise, Adrian and his team follow the simple definition based upon the European model in which business methodology is used to accomplish a public good. Adrian explains: “The for-profit world uses business methodology to maximize profit, often at the expense of the public good. One must only look at the pollution, garbage, health issues, and climate change we deal with just so that businesses can enjoy maximizing their profits. However, in the nonprofit world, it is often the opposite. They strive for the public good, but don’t maximize business methodology, often viewing ‘business’ with suspicion and moral impurity. Instead, they prefer to beg for money through constant fundraising rather than to be fiscally self-sustaining.” A social entrepreneur works to combine the two practices, using business methodology to maximize the public good in a responsible way that, at the same time, creates financial capital and social capital that are true to a nonprofit’s mission. This capital is what Adrian calls “mission related revenue.”

According to Adrian, the social enterprise sector is quickly growing because it is currently the only model that has the potential to change social issues at scale. For example, there are millions of nonprofits in existence, but most are small, geographically diverse, and myopic in their focus. “They lack the size, resources, and bench strength to solve social issues. Instead of providing services or solving problems, a large part of their resources is diverted toward the nonprofit world’s three addictions: money, attention, and self-preservation,” says Adrian. This diversion is problematic as the effort required for constant fundraising is time consuming, competitive, and difficult. Not only does it drain a nonprofit’s resources away from providing service, but it also leads to “donor fatigue” as donors tire of being constantly asked for money without seeing their donations create meaningful change in social issues or financial responsibility being taken within the charitable organizations themselves. In order to address the issue, Adrian offers to help nonprofits become self-sustainable through the Social Enterprise Model, which creates actual, positive change in social issues.

Adrian’s mission is to further grow the organization to a much larger level where it can solve even larger social issues and affect real change in communities both domestically and internationally.

When Adrian became CEO of Enterprise4Good in 1996, he implemented his vision of sound business practices and entrepreneurial spirit, transforming the struggling charity of three employees into a large, thriving social enterprise. Today, the organization employees over 100 staff members and operates in many geographic locations. Instead of existing on a small, traditional budget derived from grants and fundraisers, they have achieved a budget of approximately \$6.5 million of annual revenue through self-generated “mission related” business activity. Adrian’s mission is to further grow the organization to a much larger level where it can solve even larger social issues and affect real change in communities both domestically and internationally.



Although social enterprise has been a game changer for every nonprofit organization Adrian has assisted, he stresses that the



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model can be just as effective when applied in the for-profit world. The only difference is that while nonprofit organizations look at a social problem and rethink how it can be addressed in a financially sustaining way, for-profits can look at their order of operations and rethink how they can be changed in a way that would benefit the public good, while at the same time, potentially be even more profitable. Adrian is impassioned by impact because he realizes people want to see and experience social issues being solved. “Few have had success following the Traditional Nonprofit Model, so I believe social enterprise is the answer in how we can deliver tectonic change and address the solution of problems in a meaningful way,” says Adrian.



Jason Wallace



Jason Wallace is an experienced business manager and alumnus of Harvard Business School. He spent the last decade as a lead consultant within the Canadian and European energy, consumer, and technology markets. Leveraging his strong business development and science background (P.Geo), he has been able to promote institutional changes in cost efficiency, organizational alignment, and company culture across the businesses he has worked within. The results of his efforts manifested in the streamlining and modernization of internal processes and the real-world outcome of increased revenue.

In May 2018, Jason co-founded Element Cannabis Group, a start-up company in Calgary, Canada, that combines technologies to efficiently produce quality cannabis products such as, oils, concentrates, distillates, and isolate for the global market. They use their own in-house laboratory to produce medical grade, “Good Manufacturing Products” (GMP) certified commodities. Element has remained a private business and has avoided the pitfalls of an emerging economy’s “boom and bust cyclicity.” As a result, growth has been organic and largely sheltered from the volatility experienced by

their publicly traded counterparts. “We’ve seen our public competitors spend money on growing into huge market capitalizations only to see their market cap fall and their revenues underperform,” explains Jason.

In addition to remaining an efficient, private company, Jason has also assisted in Element’s goal to be the lowest-cost cannabis producer in North America. They are attempting to achieve this through a significantly disruptive build strategy that shrugs off years of conventional cannabis-growing wisdom. “When Canada legalized cannabis, most growers repurposed cost-effective greenhouses and older buildings as a means of getting their products to market as soon as possible,” says Jason. However, when Element entered the industry, they chose to build a new, innovative facility from the ground up. “We chose a location where natural gas is abundant and cheap so that we could produce our own electricity on site,” explains Jason.

Most Canadian companies are buying electricity off the grid and paying their local municipalities for service. However, Element used oil and gas technologies to bring in natural gas to its facilities. Subsequently, generators produce their electricity, completely off the grid, paying only 10% of the electricity bill that their competitors pay. Waste heat is captured off the gensets to heat and cool the building, which creates further energy savings and reduces greenhouse gas emissions by 44%. Element was also able to drill their own wells and no longer pay the city or county for water usage.

Leveraging his strong business development and science background (P.Geo), he has been able to promote institutional changes in cost efficiency, organizational alignment, and company culture across the businesses he has worked within.

Element’s facility’s most unique feature is its employment of what is called “vertical growing,” which means growing crops in stacked layers. By stacking, they are utilizing the heat and maximizing cost efficiency and square footage. “Basically, anywhere Element finds an inefficiency, we pull it apart, find the best solution, and apply it to our facility,” says Jason.

Although they recognize that quality is paramount, those at Element know that cost is also important in order to become a leading cannabis producer. “The new paradigm in cannabis cultivation will have a significant effect on producers throughout Canada. As the market begins to consolidate, the companies with the lowest cost will ultimately win the market segment,” says Jason.

In addition to new-ventures and consulting, Jason volunteers at Big Brothers Big Sisters working with youth. Jason is also a member of ACTRA, the Canadian acting union, appearing in film and television such as *Mission: Impossible – Rogue Nation*, *Ghostbusters: Afterlife*, and *Fargo*. Jason worked on *Elite: High Performance Lessons and Habits from a Former Navy Seal*, a business leadership book, with HBS classmate, Nick Hays.

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Amanda Hall

Founder & CEO

Amanda Hall is founder and CEO of Summit Nanotech, a Calgary-based company focused on producing green lithium by using applications of nanotechnology to optimize industrial processes in the mining sector. As a professional geophysicist and former laboratory scientist with more than 15 years of experience in the oil and gas industry, she leads the company with the commitment to develop solutions for a new age of transitioning to clean energy that have profound effects on the planet. “We’re changing the way lithium is mined, using new technology to help extract it more efficiently and sustainably,” she shares.

Founded in 2018, Summit Nanotech’s specialization is as unique as its personnel, with an all-female management committee—a rarity in the mining sector. “We’re all diversely educated and credible, with decades of experience in the resource extraction space. My team leads with passion, agility and humility; you don’t often see this caliber of female leadership in one company,” Amanda explains. She and her team of experts are working to provide economically viable solutions for the lithium extraction process to help meet the growing energy storage needs of the future.

With the increased adoption of electric cars, boats, and other vehicles, stationary storage for renewable energy and society’s voracious appetite for cell phone and other transportable technology—all of which are powered by lithium ion batteries—mining companies are expanding lithium production processes significantly to keep up with demand. Amanda and her team of engineers and scientists are determined to ensure that this is done with wisdom. “We’ve created a technological process to take lithium out of natural occurring brine using no fresh water and creating significantly less chemical waste, while doubling yield and reducing the time to product recovery,” she explains. “This is an opportunity to be part of a rapidly growing sector and we feel that it is our responsibility as global citizens to ensure



At Summit Nanotech, we’re creating jobs and training scientists to think outside the box. Albert Einstein said that we cannot solve our problems with the same thinking we used when we created them.



that increased production occurs with the least environmental impact. We don’t want to repeat extraction mistakes made in the past by scaling up without foresight.”

Summit Nanotech is supporting the energy transition in Canada by working with industry and the government to better understand Canada’s lithium resources. They are transitioning professionals and skills from the oil & gas sector, bringing this knowledge into a new Canadian lithium sector. “At Summit Nanotech, we’re creating jobs and training scientists to think outside the box. Albert Einstein said that we cannot solve our problems with the same thinking we used when we created them,” she shares.

Amanda’s passion for her field and her commitment to developing new technologies that meet the needs of an evolving energy landscape have garnered her multiple industry awards, including *Women in Cleantech*, *Energy New Ventures*, *Inventures* and inclusion in *NACO’s Top 30 Most Promising Start-ups in Canada*.

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ERICA THOMAS



I am such a strong believer in these educated women and professionals who have so much expertise and education. Our company provides a place for these amazing experts to excel, with the flexibility where they do not have to choose.



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Erica Thomas is president and CEO of Transitional Solutions, Inc., a management consulting firm with focus on finding transitional solutions for organizations in both the public and private sectors. As a seasoned management consultant with 16 years of experience, she is the driving force behind a company that has doubled in size consistently over the past five years, both in the size of her team and in gross sales, and a champion of the untapped workforce of stay-at-home-moms and retirees. “I am such a strong believer in these educated women and professionals who have so much expertise and education, many of whom had to choose between their careers and their family. Our company provides a place for these amazing experts to excel, with the flexibility where they do not have to choose. These people are the lifeblood of our organization,” she explains.

Founded 13 years ago, Transitional Solutions provides expertise that runs the gamut within municipal administration and governance. From organizational reviews to strategic planning, from emergency management reviews and plans to recruitment, they help municipalities work with each other. While many other consultants provide generic templates as solutions, Erica and her consultants start from scratch with every client. They find solutions for the client with the client, and work on ensuring that solution is implementable, with an aim to provide strategies to help their clients move forward.

Erica took over the helm of Transitional Solutions in 2015, where her husband serves as vice president. Founded by her father eight years earlier, she brought with her a wealth of expertise gained over an 11-year career and valuable insight gained from her own experience as a professional woman and mother faced with her own decision between career and family. She used this powerful combination to grow the company nearly tenfold, despite a personal crisis that threatened to derail it. In May 2019, when her five-year-old son was diagnosed with cancer, their team of consultants came to the rescue. “They rallied around us and carried the company forward through another banner year, which allowed us to focus on our son. They all worked as a team and a family, which was amazing,” she shares.

Erica began her career in economic development, and then moved into oil and gas, focusing on public engagement for different, large energy developments in Canada while pursuing an MBA from the University of Calgary. When she had her second child, she took maternity leave from her employer to test out the world of consulting—and she never went back. She took the wheel of TSI and lit a fire under the marketing scheme, attracting some of the best consultants and experts with great reputations.

Transitional Solutions is unique in that it is formed of a team of consultants rather than employees—and the bulk of them are retirees and stay-at-home moms and dads. “Our best consultants have retired from a long, successful career, so they have some flexibility when working with our company, and the quality of the work is better because our people do it because they enjoy it and they’re passionate about it.”

Erica holds a BComm in international marketing, an MBA in global energy management and sustainable development and an Economic Developers Certificate. She and her husband volunteer and contribute to the Kids with Cancer Society and the Childrens Wish Foundation—where her son was granted a wish. They also have a nine-year-old daughter and four-year-old twins, and their son is in remission and is now six years old.

MARYANNE MCMULLEN

“TNMG is not selling you a dream, TNMG is living the dream along aside with you.”

For Maryanne McMullen, founder and CEO of The Next Music Generation, music is not merely her business; it's her reason for being. It is a lifelong passion that took her from award-winning musician in her youth to head of a Canadian broadcaster and company that allows artist to have a hands-on approach to managing their own careers through a digital world. As its visionary leader, she has been personally involved with bringing change to the music and entertainment industries. The company serves as a universal hub for the entire music industry through its radio, festivals, streaming, and TV platforms, which include *TNMG Television*, *TNMG Radio*, TNMG podcast series, *One on One*, *TNMG Communication*, *Red Hot Reviews*, *TNMG News*, and contests. “I created the business not to make a lot of money, but because it means everything to me. I wanted to bring everything together to support people. I am grateful and ecstatic to be in the position I'm in,” she shares.

Backed by 13 years of provincial government information technology experience, Maryanne founded The Next Music Generation in Toronto in 2015 with the goal to help indie artists and create different workshops to help kids in need. In just her first year of opening the business, Maryanne did a movie premier, and the first major production the company booked into was Stub Hub, providing the main talent on the stage. Since then, the company has taken on a parabolic life of its own, evolving into a talent agency that searches and sources talent for production projects across the globe, provides a platform for musicians to upload and purchase songs, and offers an online job venue that joins artists with production companies looking for talent. In the last six years, The Next Music Generation has been hired for projects in the IT banking world under the PMO, serving BMO Commercial, CIBC Wealth Management, Deloitte Wealth Management, TD Wealth Management, and Scotiabank, Cybersecurity.

The Next Music Generation is currently in the third phase of development for an exciting partnership endeavor with Centennial College and Rotman University—The Next Music Generation Communication, a digital communication platform where people can contact anyone remotely within the music industry, with the goal to get people to sign up and communicate with each other. “What I wanted to do was align the goodness. One key element in the music industry is people don't trust each other and lack a reliable source they can come to. We're launching a solution for this problem.” In addition, The Next Music Generation is currently working on building a facility in Miami, Florida, and the company has been nominated for the *RBC Canadian Women Entrepreneur Award*, whose show airs in December 2020.



“ I created the business not to make a lot of money, but because it means everything to me. I wanted to bring everything together to support people. I am grateful and ecstatic to be in the position I'm in.

Now, The Next Music Generation is fast becoming a household name across the industry, with influential artists mentioning the company and people inspired to use the company's catchphrase: “TNMG is not selling you a dream, TNMG is living the dream along aside with you.” On the company's momentum, Maryanne explains, “It is one of those things that was a lucky ticket in the draw, because there are so many businesses that really go after it, and for the past three years, I haven't struck out. I've been very lucky.”

Maryanne holds an MBA and certification in program management. She is also a recognized scrum master and is running for city council in Toronto.

Maryanne McMullen, Founder/CEO

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Ronald R. Kumar

Founder, Ronald Kumar Law Group



Founder of Ronald Kumar Law Group, Vancouver lawyer Ronald Kumar's passion for the law and his entrepreneurial drive led him to become one of the youngest lawyers to be called to the British Columbia bar at age 25. Now at the age of 33, he is a savvy professional at the helm of a progressive boutique law firm in Vancouver, B.C., specializing in family law, personal injury, estate litigation, civil litigation, immigration appeals, and real estate law. Over the last eight years of his swift ascent as a reputable litigator, he has garnered the respect of both clients and peers for his lawyering skills, unwavering pursuit of excellence, and the personal attention that he shows to every client. But what drives Ronald is not professional accolades or industry status. Having overcome obstacles in his own life, what drives him is empathy, compassion, and his sincere desire to help people.

Born and raised in Vancouver, Ronald established the practice in his home province in 2014 and serves clients across the Lower Mainland as a strong legal advocate. Through either negotiation or litigation, he has successfully obtained favorable results for his clients via settlement or court. With the firm growing at an astounding pace, Ronald recently expanded his practice areas to include family law

(divorce/separation cases). His firm provides both collaborative services and litigation services when it comes to family law cases. Despite having a very busy law practice, Ronald commits time to providing pro bono legal services to help people who can't afford lawyers.

The son of immigrant parents, whose sacrifices allowed him to get where he is today, Ronald's path to success was not an easy one. He worked hard to achieve his dream of becoming a lawyer. After graduating from Simon Fraser University with a bachelor's degree in criminology and completing his Juris Doctor law degree, he began articling with boutique law firm, Vertlieb Dosanjh, where his love of litigation was born. Just one week into working at this firm, he was hit with the most formidable challenge he would face—Hodgkin's lymphoma. Despite the devastating diagnosis, Ronald would not let anything stand in the way of the dream he'd fought so hard for; not even cancer. He continued working full time while battling the deadly disease and undergoing chemotherapy, driven by the same perseverance and determination that had pushed him to overcome every other obstacle that had threatened his goals. In 2017, he was considered cured. After being admitted to the B.C. bar in 2013, he worked as an associate with Vertlieb Dosanjh for one year before starting his own firm in 2014.

Ronald's passion for law extends outside his practice, as does his commitment to his community. He was the former chair of the New Lawyers Committee, former member of the Membership Committee, and former member of the board of governors at the Trial Lawyers Association of B.C. His active affiliations include being a member of the Trial Lawyers Association of B.C., the Canadian Bar Association, the South Asian Bar Association, and the Law Society of B.C. In service to his own community, he was a former board member of Marpole Oakridge Family Place, and is the founder of the Ronald Kumar Law Scholarship, which is awarded annually to two graduating secondary students at his alma mater, John Oliver Secondary School. He is also an active donor to various cancer research initiatives.



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Karm Panesar

— Founder & CEO —

Karm Panesar is a lifelong entrepreneur who dove into the world of accounting straight out of high school and at just 18 years old opened his first business—one of many successful ventures over the past 15 years. As the founder & CEO of Westgroup Financial Management Inc., a wealth management and financial planning firm, he is passionate about helping businesses and families achieve their financial goals. He adds tremendous value through his uniquely diverse experience and specialization in detailed accounting finding the best solutions to meet his clients' needs and change their financial paths for a better future. As the leader of a company with a 50-percent growth rate year-over-year, his record of success continues—and he's bringing his clients with him.

Karm founded Westgroup Financial Management in 2018 in South Surrey, British Columbia, as a firm specializing in the universe of financial planning and wealth management services, including investment planning, retirement, health insurance planning, estate and tax planning, as well as accounting services. Through its offices in Vancouver, South Surrey, and Langley, he and his team of financial experts are committed to ensuring their clients' success through a calculated strategy built on honesty and integrity. Karm officially entered the financial industry in 2017, with an extensive corporate accounting and tax planning background already in place, proven through a successful career as a business owner and business executive—a record that instills a higher level of trust in his clients.

Long before Westgroup Financial was even a glimmer in his eye, Karm launched his first entrepreneurial venture, Global Earthworks Ltd, an excavation and construction business, in 2005, and grew it from nothing to 40 employees. He followed this with six other successful companies—all built from scratch—including Global Earthworks Group, a property development and real estate firm, and today, he still leads the thriving Global Earthworks. For each of them, he managed all the accounting and corporate structures, building them into flourishing businesses. He brought to bear his extensive business experience to found Westgroup Financial Management, where he now helps other businesses structure corporations and helps families ensure their financial futures by developing and implementing a key business process to support their goals.

Karm is a member of ADVOCIS, Financial Advisors Association of Canada, which is the largest voluntary professional membership association of financial advisors in Canada. In his tireless quest for knowledge and insight, he is currently completing his CFP to support his mission to provide his clients with the best solutions to drive their goals in the ever-changing world of financial planning. He has also completed the real estate training course at UBC Sauder School of Business.



He adds tremendous value through his uniquely diverse experience and specialization in detailed accounting finding the best solutions to meet his clients' needs and change their financial paths for a better future.

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Dr. Myint Win Bo

President and CEO



As the firm's leader, he is responsible for managing corporate activities, including strategic planning, business development, marketing, and resource and business growth, as well as advancement in technology.

Dr. Myint Win Bo is president and CEO of Bo & Associates, Inc., a Canadian-owned engineering service provider specializing in geotechnical, environmental, and geological engineering, hydrogeology and material testing. With 40 years of experience in the engineering, geology, science, and environmental fields across four continents, more than 15 years in senior management positions, and 10 years as an adjunct professor, he is anything but the typical engineer. He is at once an academic and a researcher, an entrepreneur and engineer, a geologist and an environmentalist, a scientist and a management specialist—and a geotechnical designer for many award-winning projects around the world.

Myint Win launched Bo & Associates in 2017 in Ontario, after retiring from a medium sized engineering company he partially owned together with other five partners, to focus solely on this enterprise. The company specializes in ground

improvement, ground engineering, geo-environmental issues and expert witnessing. As the firm's leader, he is responsible for managing corporate activities, including strategic planning, business development, marketing, and resource and business growth, as well as advancement in technology. He handles the company's project and financial management, and, as a natural educator, he trains and mentors staff, and conducts technical and peer reviews of technical reports.

Originally a geologist, Myint Win chose to practice in engineering as an engineering geologist before deciding to transform himself into a civil engineer focusing on geotechnical, geo-environmental, and water resources. With multiple degrees in both geology and engineering—and a lifetime of experience in both fields—Myint Win brings a unique combination of skills and knowledge to provide advanced-level engineering services that others in the industry cannot provide.

Myint Win's contributions to the fields of science and engineering have been recognized across the industry. He has published four textbooks, five book chapters, and more than 200 international technical papers in peer-review journals and international proceedings, and his works have been cited more than 3,700 times. He has also shared his knowledge via 40 special and keynote lectures around the world. For his success, he gives much of the credit to mentors and family. "Every successful person has very good role models, and very good mentors and supporting family. I was fortunate to have respectable mentors both in academic and industry as well as supporting family members. My parents and my wife, Win, have been continuously supporting me both in my studies and career. Without their mentorships and supports, I will not be who am I today," he shares.

As an engineering expert, the leader of a successful business, and a learned academic, Myint Win dedicates his days to running Bo & Associates and serving its clients and his evenings to teaching and supervising research students as an adjunct professor for many universities, including York University in Canada and Swinburne University of Technology in Australia. "People ask how I did so many jobs, publications, serving many national and international professional organizations and many editorial boards of peer review journals. Where did you get time? My answer is everybody has the same 24 hours a day. How much work you can do is not dependent upon how much time you have; it is dependent upon how much capacity you have and how well you can manage your time."

Myint Win holds a litany of science and engineering degrees and professional titles from numerous professional societies. He has a B.Sc. in geology from the University of Rangoon, a postgraduate diploma in hydrogeology from the University College London UK, and an MSc degree from the University of London, UK. He obtained his Ph.D. in civil engineering with specialization in geotechnics from Nanyang Technological University, Singapore, and he holds a Certificate of Executive Management and Leadership from Massachusetts Institute of Technology in the U.S. He is also a fellow of the Geological Society, London, and a fellow of the Institution of Civil Engineer, U.K.



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Alan Hoffman

Founder and President

Why is 'Continuing Education' necessary? "Continuing Education" is the mark of every professional industry. Doctors, lawyers, accountants, engineers, orthodontists, and even auto mechanics have 'Continuing Education' requirements to renew their license or certification each year. 'Continuing Education' is the reason why an orthodontist who graduated 30 years ago, and one that graduated last year, both use the same procedures and technologies to straighten the teeth of today's teenagers. CE-Credits.ca provides continuing education to the financial services industry, where they work to continually educate advisors who help their clients with insurance, investment, and financial planning issues.

Alan Hoffman, president of CE-Credits.ca, spent 14 years as an advisor in the financial services industry himself. For 14 years, Alan was the advisor sitting in the room watching companies talk about their insurance plans and investment portfolios and earning his 'CE Credits.' For 14 years, Alan felt like there was so much more to learn about his business, beyond just the product he sold, but it was never presented.

In 2012, Alan Hoffman got the chance to re-imagine the continuing education business for his industry when he founded CE-Credits.ca. What makes CE-Credits.ca different? Every CE provider in the industry provides credits, however, the 'CE' in CE-Credits.ca is capitalized, because Alan has built a platform that continually provides up to date and relevant education that helps advisors operate and grow their entire business, and not just tell them about the products they sell.

Alan utilizes his diverse background and vast knowledge to provide advisors the information they need to grow and evolve their practice.

Alan graduated with honors from the Schulich School of Business in Toronto, Ontario in 1993. He spent 14 years as a financial advisor, working with clients in the industry, four years as an office leader, managing advisors, and two years working as a business development manager. Now, Alan utilizes his diverse background and vast knowledge to provide advisors the information they need to grow and evolve their practice.

CE-Credits.ca has evolved significantly since 2012. They hosted advisors at three live CE events in Toronto in 2012. Today, they host thousands of advisors each year across Canada



through their three platforms. They host live CE events across Ontario and advisors can watch their live webcasts from anywhere across Canada. They also provide the ultimate in flexibility and control through *CE-Now.ca On-Demand*, where advisors choose from over 160 recorded presentation videos. While it seems that CE-credits.ca was ready for the current COVID-19 environment, more was still needed.

COVID-19 changed everything about how business operates, and Alan knew that a recorded presentation video was not enough, as his focus is to provide the NEW information that advisors need right now. CE-Credits.ca was able to pivot their entire event schedule to live webcasts with brand-new presentation videos to provide advisors with the new information they need to know, so they can still provide for their clients when they are needed the most. While their competitors have just stopped operating until they can meet in a room again, CE-Credits.ca continues to provide the education needed to keep advisors up to date, while earning a 'CE Credit' as a bonus.

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Ranko Vukovic

Founder and CEO

In addition to becoming a successful entrepreneur, Ranko Vukovic holds a master's degree in physical therapy from The University of British Columbia and is a registered physiotherapist (RPT), licensed with the College of Physiotherapists of British Columbia. He is also a member of the Canadian Physiotherapy Association. Most recently, Ranko became the founder and chief executive officer for VanCity Physio, Vancouver's premier tele-physio and virtual physiotherapy service.

Based in British Columbia, VanCity Physio is a pioneer in the tele-physiotherapy and tele-rehabilitation spaces and has expanded to include mobile physiotherapy services for both individual and corporate clients. "By integrating the latest technology in patient care, VanCity Physio is on the cutting edge in terms of convenience, quality of treatment, and personal service," says Ranko. The company has become a leader in tele-physio through its offering of personal services, which take advantage of the opportunities presented by technical solutions to improve patient care.

Another aspect that sets the company apart from their competitors is the platform VanCity uses. It enables them to not only participate in video conferencing and exercise

prescription but to also receive messages from clients at any time. As a result, instead of people Googling what they should be doing or waiting two weeks for a follow up session, they have open communication to message VanCity Physio's practitioners and to get immediate answers.

For the future, Ranko sees a hybridized model that is also collaborative in its approach. He believes people will communicate a lot more through a model that allows physiotherapists to link directly to their clients in real time. "Such a model will not only improve people's lives and health, but it will also improve overall efficiency," explained Ranko.



By integrating the latest technology in patient care, VanCity Physio is on the cutting edge in terms of convenience, quality of treatment, and personal service.

As an innovator in the physiotherapy space, Ranko leads the development of new strategies and techniques to improve the health and wellbeing of VanCity Physio's clients. As a practicing registered physiotherapist, he has developed specializations in temporomandibular joint dysfunction (TMJ), orofacial pain, intramuscular stimulation (CG-IMS), and functional dry needling (FDN). Ranko not only manages the operations of VanCity Physio, but he also leads the team of pain and movement specialists while expanding the possibilities for patient care through the hybrid model (blending tele-health with in-person treatment) of physiotherapy.

Prior to obtaining his physiotherapy degree, Ranko studied Kinesiology and graduated with a bachelor's degree in human kinetics from The University of British Columbia. After graduating, he became a practicing member of the British Columbia Association of Kinesiologists (BCAK) as well as a certified personal trainer through the British Columbia Recreation and Parks Association (BCRPA). Ranko also holds a certificate in *Functional Movement Systems* and utilizes those skills to provide movement screens for clients.

When he is not busy treating patients and managing VanCity Physio, Ranko enjoys playing sports, swimming, riding his bike on Vancouver's iconic seawall, and alpine skiing. He also loves spending quality time with his friends and family.



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Pedro Villalon

President

He believes that tea is grown, not manufactured; the quality of each batch is a function of space (origin) and time. If you have healthy leaves, carefully handcrafted, it is easy to create drinks that will make people smile.



Photo by Sophia Hsin



Pedro Villalon is a founding partner of O5 Tea, a company dedicated to curating rare tea menus at third wave coffee bars, boutique hotels and O5's iconic Vancouver tea bar. He is also a director at Two Hills Tea, a pioneer in the North American organic tea market since the 1990's and developer of health-oriented drinks.

A chemical engineer with two decades of experience in marketing and business management, a love for exploration and a passion for tea, Pedro travels to remote villages to learn from the locals. By touching soil, picking the leaves and living with the people who handcraft the tea, he looks to discover the rich history behind this beautiful drink. He believes that tea is grown, not manufactured; the quality of each batch is a function of space (origin) and time. If you have healthy leaves, carefully handcrafted, it is easy to create drinks that will make people smile.

Founded in 2011 in Vancouver, O5 Tea Company is the *National Geographic* of tea—it's about discovering. Born and raised in Mexico, and having lived and worked in China, the U.S., and Canada, Pedro has a passion for learning about different cultures and traditions. He documents his experiences of making friends, sharing local foods, and building friendships. "It's a fun job," he says. "We learn about the soil in which our tea grows and the people who care for it."

He is also proving that tea can be a profitable. The company works with boutique hotels and third wave coffee bars—those who believe in transparent origins and meticulous handcrafting. The goal is to take their programs and elevate them to the standards of their wine, craft beer, specialty coffee or cocktail menus. Pedro explains his goal to emulate the success of major 3W roasters. "Blue Bottle was one of

the pioneers that elevated the standards for coffee in North America. They were recently purchased by Nestle for 500 million; Intelligentsia and Stumptown were also acquired for hefty sums. Third wave coffee is no longer a niche industry. This is our goal with tea; I would like to see more people enjoying the really good stuff!"

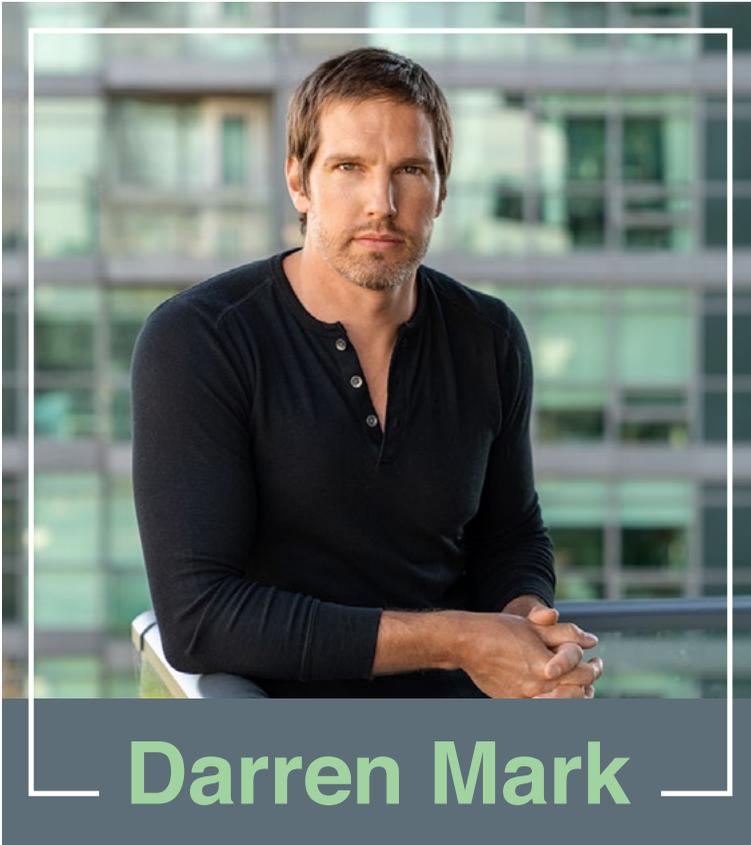
Pedro and his team work closely with their customers to develop tea programs that are right for their needs: offering delicious drinks while improving profitability. From sophisticated zero-proof cocktails to single dose solutions for paced environments, it is critical to understand the goals and resources of each customer.

Pedro began his career as an intern with Procter & Gamble while he was still in college in Mexico City. After he graduated, he joined P&G as assistant brand manager and moved to Cincinnati. During his decade with the company, working in marketing, he was transferred to China, where he was serendipitously exposed to the world of tea. "My best friend became my driver; he introduced me to tea. His wife, coincidentally, is from the most famous tea mountain in Guandong; during a trip to Phoenix Mountain I became fascinate by this plant."

Pedro and his family decided to move to Canada; the mountains, ocean and a vibrant multi-cultural society made it an ideal place to live and build the project that became O5.

Pedro holds bachelor's degrees in chemical engineering from Universidad Iberoamericana, Ciudad de México. He is currently working on a documentary to be shot in the mountains of Gifu, Japan next year. "The idea is to document ancient traditions that are at risk of getting lost; we will explore calligraphy, martial arts, theatre... using tea as a viewing glass."

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Darren Mark

Darren Mark is one of the founders and executive directors of Rhyno Equity Group, an investment group that acquires manufacturing companies from retiring owners and strives to ensure the ongoing health of the organizations. He also holds additional roles within Rhyno's portfolio of companies including, chief executive officer of EuroLine Windows, and chief operating officer of Irpinia Kitchens. From product development and plant layouts, to bank relationships and new acquisitions, Darren has a broad range of ongoing responsibilities. Transitioning through different levels of organizations and working with many different groups in their 300-employee portfolio, Darren takes every opportunity to lead with integrity and have a positive impact on those organizations. He is known for his ability to connect with others and is a proponent of hard work, alignment, empathy, and fun, as the cornerstones of organizational culture.

“ We are bringing Passive House technology to Ontario this year and are hopeful that Toronto is ready to get serious about going green.

Darren's journey to owning a successful private equity firm was not a straight line. After completing a degree in physics and applied mathematics at The University of Western Ontario, he decided to pursue a master's degree in manufacturing engineering from the University of New South Wales in Australia. After graduation, Darren moved into a plant-turnaround role for a Canadian window and door manufacturing group. His methods proved to increase both efficiency and profitability for the organization and his

responsibilities expanded from operations to include sales and marketing. As he gathered experience across the manufacturing sector, Darren noticed systemic cultural and environmental issues that inspired him to take action. Determined to shake up the industry and prioritize building work environments that are both profitable and positively impact the environment and community, Darren and his partners founded Rhyno Equity Group in 2012.



Rhyno Equity Group is made up of an experienced and energetic four-person executive team: Darren Mark, Anu Agarwal, Andrew Mark, and Todd Burdon. With the goal of preserving the legacy of healthy companies, Rhyno Equity's unique approach is to acquire new companies and actively manage them to ensure their continued success. According to Darren, "We are not only helping to keep North American businesses in North America, but we're also getting substantial returns for investors with minimized risk."

Marbel Industries, Rhyno Equity's first acquisition, served as their pilot when the team first decided to start buying companies. The partners started out small, purchasing the woodworking business, which employed only 20 people. Today, Marbel Industries supplies high quality wood products to the surrounding communities as well as to Irpinia Kitchens. Under the leadership of Anu Agarwal, a Rhyno Equity Group partner and Irpinia's chief executive officer, Irpinia Kitchens, has become one of the largest, high-end kitchen manufacturers in Canada. Rhyno's third acquisition, EuroLine Windows, introduced European-style tilt and turn windows to North America and is still one of the largest manufacturers of its kind in North America today. "We are putting every effort into remaining at the tip of the spear for product development," says Darren. "We are bringing Passive House technology to Ontario this year and are hopeful that Toronto is ready to get serious about going green."

While Darren and his partners work diligently to ensure the financial success for their companies and investors, they are also looking to make a positive impact on the industry. Inspired by his many travels, Darren understands the benefits that bringing together people of different backgrounds and experiences can have on operations, innovation, and culture. He is a huge proponent of diversity in the workplace and strives to maintain a strong team atmosphere across all his portfolio companies. He is also passionate about sustainability and, as a fellow of Leadership for Environment and Development (LEAD) and the vice president of the LEAD Canada chapter, is continuously looking for ways to improve operations from a sustainability perspective.

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Jill Button, CSCMP

President & CEO

Jill leads a company whose goal it is to help small and medium enterprise (SME) businesses, source, contract, and implement IT solutions.

After more than 25 years of climbing the corporate ladder and hitting her head one too many times on the glass ceiling, Jill Button took her expertise in supply chain and procurement, and with a passion for business, leapt off the corporate ladder. Taking that fearless leap of faith along with a lot of hard work and unrelenting persistence, now, seven years later, Jill has become a successful entrepreneur and author. Her new book, *How NOT to Get Screwed by Your Suppliers and SAVE Millions*, modeled after Agile Software Development, teaches executives and procurement practitioners her customized, *4 Steps to Agile Procurement*.

As president and CEO of ProcurePro Consulting, a boutique procurement, project management, and IT consulting firm, Jill leads a company whose goal it is to help small and medium enterprise (SME) businesses, source, contract, and implement IT solutions. With a focus on technology, ProcurePro specializes in sourcing and implementing enterprise resource planning (ERP) solutions including finance, HR, payroll, customer relationship management (CRM), supply chain, and procurement systems. "I started the company to help SME businesses make smart technology decisions and the right investments to help them streamline, automate, and grow their business," she explains.

With a reputation as a high performing leader, Jill took her expertise in IT procurement, professional and consulting services, outsourcing, and offshoring, and founded ProcurePro in Toronto in 2013. Celebrating seven years since its launch, the company has grown to meet its expanding client needs, with a team of certified professionals including procurement and supply chain consultants, project managers, business systems, sales, and digital marketing analysts.

Four years ago, as she was focusing on helping clients and growing her company, Jill's entrepreneurial mind hit upon a new business idea. "I'm always thinking about what I can do to solve problems and makes things better. Experiencing my own challenges to find experts to help me run and grow my business, I had an epiphany and realized that I, along with a lot of other entrepreneurs, don't always have the breadth of knowledge and experience beyond our own core competence. I'm a procurement and supply chain expert so when it came to sales and marketing, frankly, I was struggling," she shares. As a result, she reached out to like-minded entrepreneurs and in February 2020, partnering with complementary business executives, Jill and her new partners formed ThryvX Consulting. This enabled her to exponentially expand her service offering to clients to include marketing, IT, and HR.

ThryvX is focused on helping SME businesses grow, offering back-office services normally reserved for large enterprise that are challenging for SME's to find and afford. We can offer retainer, part-time, or project-based services, virtually or at our client's site, including fractional executive services. We help companies with their business strategies and execution including marketing, social media, application development, health and safety training, human resources compliance, recruiting, and of course, sourcing, contracting, and implementing the right technology solutions to manage and grow their business. We will be adding more complementary services with plans for national and global expansion coming soon. "Eighty percent of small



businesses have been hugely impacted by COVID-19, so it is really timely and critical that we help SME's not just survive, but *THRYV*."

Self-described #GenXFempreneur, given her over thirty years of experience and the way Jill has risen to the challenge to become the leader of two flourishing companies, it is no surprise that Jill was named one of the *100 Influential Women in Canadian Supply Chain™* by Supply Chain Canada and nominated for the *RBC Canadian Women Entrepreneur Award*. "I am so humbled and honoured to be recognized. I am especially grateful for the amazing relationships I have been able to build across Canada, the US, and around the world."

Jill is a passionate supporter of girls and women, doing her part to support, inspire, and promote future female leaders. As a former board president of her local chapter of Girls Inc. Durham, the organization is near and dear to her heart. "Girls and women really need encouragement and support so they can achieve their greatest potential."

To support relief efforts for those affected by the COVID-19 pandemic, Jill is donating 100 percent of the profits from her book in 2020 to COVID relief in Canada.



Daniel Vendette

President

“Clients come to us to get expert support for their decisions in terms of infrastructure and distribution to make their operation more efficient and cost effective.”



CONSEIL 2.0

Daniel Vendette is president of Conseil 2.0, a Quebec-based advisory firm that specializes in offering strategy, implementation, management, and optimization services covering the entire supply chain, with specific focus on transportation, procurement, and systems related to transportation and procurement. With offices in Montreal and Quebec City, the company serves customers across North America, and it counts some of the biggest names in the marketplace among its clients, including Walmart, Quebec Liquor Board, and Lowe’s Canada. Daniel leads a group of 10 highly experienced supply chain consultants who provide transportation and other categories procurement management services, transportation and supply chain strategies, and procurement through systems—running bids via Internet platforms such as Coupa CSO, Trade Extensions, Freightender, and BluJay Procurement. They also help customers with network design, run procurement events for customers, as well as offer category management solutions. “Clients come to us to get expert support for their decisions in terms of infrastructure and distribution to make their operation more efficient and cost effective,” he explains.

Conseil 2.0 is unique in its model, taking an unbiased, very mathematical approach—a departure from its industry counterparts. Daniel and his team don’t run off feelings. Rather everything is calculated via algorithms and uses the power of tools. They work with customers while using machines in the background to accomplish the success of their analysis. “We’re not biased at all. Some of the freight audit guys or brokers are biased. We are not. It’s not based only on economy but making sure that we cover capacity transportation. It is not only price, but culture, goals, capacity,” he shares.

Daniel is an entrepreneur at heart with an interest in transportation that began when he was just 12 years old and grew into a successful career that spans over three decades. “I was helping out on trucks for Cascade Paper, helping drivers, and touring the eastern U.S., unloading crates. That led me into transportation,” he shares. At 17, he joined his uncle at C.H. Robinson in dispatch and climbed up the ladder, eventually starting the company’s Canadian intermodal division and international division, touching every field of transportation along the way. Finally, he moved to the consulting side as transportation expert—a role that he has relished for the last 28 years.

In 2016, with a deep appreciation for the challenges that supply chain managers face in an increasingly competitive landscape, Daniel saw the need for more personalized attention to help companies optimize their operations. He set out to deliver tailored solutions to help them become more successful with the launch of Conseil 2.0. “I started the company because I was an entrepreneur working in a big consulting firm, but I didn’t have a ‘big firm’ mentality. I wanted to be more hands-on consulting, more strategic, and on a basis where we could help clients structure themselves without the larger fees,” he shares. “All companies want to save money in their operations. They are concerned they may not be optimizing their inventory distribution network, their transportation costs, their best practices, using the best computer systems. We’re here to help them.”

Daniel holds an MBA in transportation logistics from University of Québec in Montréal and as served as president for CITT Montreal area council, a non-profit professional development association in the supply chain industry.

Ross Cadastre

Ross Cadastre is a recruitment executive and a passionate change agent who has dedicated nearly his entire 25-year career to helping companies solve some of the most complex talent acquisition challenges. Hailing from the Island of St. Lucia, Ross started his career in the hotel and insurance business. When he moved to Canada in 1998, he entered the IT recruitment industry, working for a few small boutique recruitment agencies. By 2010, he was leading the Canadian recruitment delivery operations for Experis (a ManpowerGroup division), responsible for the strategic and transformational growth of the delivery team. He was a proud part of the leadership team that achieved significant growth for the organization. He is a people-centric, goal-driven industry leader who is guided by the words of Barack Obama:

“A change is brought about because ordinary people do extraordinary things.”

Given his reputation as a disruptor in the talent acquisition industry, Ross is putting these words into action. Ross launched Toronto-based Innovative Talent Solutions, Inc., in 2017 as a talent solutions company specializing in helping start up tech companies scale by offering cost effective solutions while finding the most suitable, high quality talent. Under the brand ITS Global, with the tagline, “We invest in business growth,” and led by the core values of leadership, integrity, and vision, Ross leads a team of experts focused on helping start-up founders grow their businesses by providing top tier talent. They work with start-up tech companies to understand their hiring goals and build a recruitment delivery plan to achieve these goals allowing them to focus on other aspects of growing their business. “We have developed a hiring process that walks an organization from sourcing the ideal pool of candidates to onboarding top talent. This fully customizable process is called HireRight and it truly demystifies the recruitment process and enables our founders to procure talent,” Ross explains.

Two years after the initial launch of Innovative Talent Solutions Inc, Ross and his team established the Kontingence Recruitment brand, a boutique recruitment agency on providing superior customer service while helping mid-size to large organizations tap into a highly qualified contingent workforce. This bold move was in direct response to the growing demand for staffing services from Innovative Talent Solutions Inc. Ross’ vision ensured that Kontingence Recruitment would provide value to its clients, “Companies in our industry don’t provide a great customer experience. We’re experienced in customer service, and we put the focus on servicing our clients and giving them a great experience,” he explains.

The Company’s two brands have developed game-changing solutions to help companies, large and small, to thrive. As Founder and CEO of Innovative Talent Solutions, Inc., he leverages his experience and networks to help businesses meet their business goals. He brought with him nearly two decades of experience serving organizations ranging from small family-owned businesses to large multinational corporations.

While he manages his growing business, Ross finds time to give back to the community through his involvement with a host of organizations, including the St. Lucia Toronto Association, the Council of Caribbean Associations Canada, and the OECS Council



Under the brand ITS Global, with the tagline, “We invest in business growth,” and led by the core values of leadership, integrity, and vision, Ross leads a team of experts focused on helping start-up founders grow their businesses by providing top tier talent.

Canada. He is also the current Communications Director for the Black Business and Professional Association and President of The Union of St. Lucian Overseas Associations. In recognition of both his corporate and community work, Ross has received numerous awards. In 2017, he was recognized at the Black Business Awards and inducted into the Black Canadian National Wall of Role Models. As business leader, community advocate, and citizen, Ross embodies a powerful quote he coined long ago: “Leadership is more than a position. It is more than a title, or a role. Leadership is the central and defining characteristic of a family, community, company or a nation.”



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Jean Paul Lim



As an internal medicine and complex care specialist, Jean Paul Lim believes in proactively treating his patients so they can attain true health by building solid foundations consisting of a proper diet, nutrients, and exercise. Once they have

established a foundation, he moves on to address their more complex health-related issues. Jean Paul's mission is to explore different approaches to health and to find ways to integrate them all into a comprehensive and cohesive model where patients are seen in their entirety. As a result, he became the co-founder and medical director of Ollo Health Technologies Inc., a modern collaboration tool for Canadian health care providers, as well as the owner and medical director for Ageless Living Inc., a comprehensive anti-aging clinic that guides patients in aging youthfully by way of individualized treatment plans.

All of Jean Paul's training took place at the University of British Columbia where he earned a Bachelor of Science degree in microbiology and immunology as well as a Doctor of Medicine degree. He has been in practice as a medical specialist since 2011 and in addition to his work in internal medicine and complex care, he holds training in echocardiography and serves as a board-certified anti-aging specialist through the American Academy of Anti-Aging Medicine (A4M). Jean Paul also takes pride in maintaining his patients' natural youthfulness by utilizing his certification as a neuromodulator (Botox, Dysport, Xeomin, etc.) and dermal filler injector.



Jean Paul is also passionate about preventative medicine, which involves effectively treating a patient

before a disease has the potential to occur. Therefore, in August 2019, he joined Ageless Living, an age-management clinic where the goal is to help clients age in the best way they can. Under his guidance, Ageless employs holistic techniques to help patients manage the challenges that come along with growing older. In fact, their motto is: "Your best self, at any age," and their mission is to help people regain their youth, from the inside and outside, and reach true health. This is achieved through an approach that focuses on treating each patient as a whole. Team members employ bioidentical hormone balancing, biohacking, lifestyle modifications, supplements and cosmetics to help patients look good on the outside and feel great on the inside. "Beauty and wellness must go beyond the skin in order for a person to truly be happy," explains Jean Paul.

Under the same theme of holistic care, Jean Paul co-founded Ollo Health Technologies in September 2019, which provides health care professionals a way to efficiently communicate with each other about their patients. The technology company's platform enables community health care workers to connect virtually as a solution for team-based care, which is widely known to deliver better patient care than solo care. For instance, when patients are treated in the community, current health services provide a good foundation, but the independent operation of each organization often leave patients coordinating their own care. In order to address this issue, Ollo designed their platform to be an easy, secure, and collaborative tool that is not limited to any one health care system. It can be seamlessly used in conjunction with each user's existing workflow.

As part of exploring different approaches to health, Jean Paul has also become a recent leader in the medical cannabis space as he believes it has numerous clinical benefits. When he is not busy at work, he enjoys spending time with his wife and children as well as playing a variety of sports.

In fact, their motto is: "Your best self, at any age," and their mission is to help people regain their youth, from the inside and outside, and reach true health.

Jean Paul Lim, MD, FRCPC — Owner and Medical Director — Ageless Living, Inc. Vancouver, British Columbia, Canada
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Jeff Mocha

Vice President, Enterprise Innovation

Jeff Mocha is the Vice President of Enterprise Innovation for Oakville Enterprises (OEC), which is a group of companies that specializes in providing energy and infrastructure services solutions. Customers include infrastructure owners within the electricity, telecommunications, gas and municipal sectors. Integrated services include electrical distribution and telecom engineering, asset management, infrastructure locates, suite metering systems, meter reading, GIS mobile aerial mapping, and innovative power generation, energy storage and geo-exchange solutions.

Jeff has extensive experience in the industry, is a licensed professional engineer, and a supporter of local swing dancing communities where he dances, teaches, and helps with event coordination. Prior to joining OEC Jeff worked in steel manufacturing where he was a thought leader for innovative power system solutions. After joining OEC Jeff was initially focused on the engineering aspects of the business, successfully overseeing major projects. He proceeded to make significant innovative enhancements and process changes to the company's approach to asset management. Jeff was also instrumental in advancing the automation of a 24/7 electricity distribution control room, reducing power outages in the service territory. Jeff's drive and forward-thinking nature progressed to leading the newly founded Innovation division of the organization.

"Through Innovation at OEC, we are seeking new and better ways to work, build, perform, and connect in ways that create value for the organization. It's an evolution and an approach that aligns resources, technology and collaborative partnerships to generate solutions to business challenges, productivity and profitability," he explains.

Jeff's role is twofold – fostering, accelerating and embedding a culture of innovation across the organization internally, while externally providing customers with innovative and valuable solutions to meet their specific needs.

"Internally in our organization we want to think, embrace, and drive innovation into our daily fabric. I engage with people and encourage collaboration, helping to foster creativity and find new opportunities. By creating an innovation-centric culture, we believe our employees will become difference makers," he shares.

"With our customers, their expectations and the technology they are using are changing at a rapid pace. We look for opportunities for our businesses to actively disrupt the status



"Through Innovation at OEC, we are seeking new and better ways to work, build, perform, and connect in ways that create value for the organization. It's an evolution and an approach that aligns resources, technology and collaborative partnerships to generate solutions to business challenges, productivity and profitability."

quo through the adoption of technologies, including artificial intelligence, augmented reality, etc.," he explains.

Jeff's naturally inquisitive engineering mind and his affinity for people drive him in his role - along with the company's brand attributes: "Lead. Innovate. Commit to Excellence." He leads the company in advancing the organization forward to strategically align all of its businesses with the fast pace of change, meeting the challenges of new and disruptive technologies, while continually preparing for the ongoing transformation of the energy and infrastructure sectors.



Donna P. Dahl

Master Empowerment Coach
& Author

Most of Donna's work happens behind the scenes as she coaches writers to become authors and leaders to inspire others. It is her passion that propels her voice to make a difference through her writing and her speaking. Those who have experienced her work have referred to her as a coach's coach, thought leader, book shepherd, and paradigm shifter.

Donna adds, "Sometimes all it takes is for one person to extend a hand and suddenly life changes."

When the publisher of a Calgary-based magazine approached Donna to write an article in support of entrepreneurs, everything in her life shifted. That article, published nearly two decades ago, launched Donna into writing a book, which became her foundation for a consulting role that continues to expand. It did not stop there. She was invited to host her own audio show on the *Women's Information Network* and that led to writing a weekly column for an online newspaper. Her second book, *Demystifying Marketing*, became the marketing textbook for a local training company.

While Donna works with aspiring authors on developing high-quality manuscripts, she has also published five self-improvement books of her own. Her third Book, *Lessons I Learned from the Tortoise*, has received glowing reviews on *Amazon*. The short version of the commentaries? "You can't read this book just once." January 1, 2020, Donna released *Empowering the Leader Within You*, a journey into the world of an independent entrepreneur and a book touted to become a must-read for small business.

When it comes to success, Donna prefers to direct you to her readers, colleagues and clients. As a servant leader, she believes it is their voices that matter most. Words like, "What can I say about Donna? She is a gem, a truly rare diamond. She continues to be a great friend, mentor, life coach and book coach to me. She urges me to be better than I was yesterday," stir her deeply.

And when inspirational words like this from peers are recurring, tears of gratitude well up: "Donna is one of the most knowledgeable, down-to-earth and kindest persons I know. Her power through the written word is incredible. Her ability to get to what defines you will turn your life around so that you empower yourself and believe in yourself. If you cannot understand what keeps holding you back, then a conversation with Donna is an important first step."

Brandon Royal, an award-winning writer and author of *The Little Red Writing Book*, testifies, "Donna has a knack for developmental editing, the type of editing that addresses macro issues within a story. With respect to my fiction writing, Donna has helped me to align story content with tone and to make sure the overall theme is advanced. In addition, she has an astute sense of word choice, which is key to ensuring that vocabulary is sufficiently varied as well as apropos."

When it comes to success, Donna prefers to direct you to her readers, colleagues, and clients. As a servant leader, she believes it is their voices that matter most.

There is no doubt that Donna is an exceptional coach with an effective skill set. She has been recognized with a number of awards: the 2016 *Woman of Inspiration Award for Lifetime Achievement*, the *Queen Elizabeth II Diamond Jubilee Medal* and the *100th Anniversary International Women's Day Award for Outstanding Service to Business*. Her master's degree in educational psychology, her background in neurolinguistics and mediation, and her vast experiences as a journalist and editor together have melded into her unique and significant professional profile.

In *Tortoise*, Donna wrote, "Challengers inspire us to take giant steps long before we might ever become giants." Because she is frequently encouraging others to giant step outside of their comfort zones, Donna feels it is only fair that she does the same. After years of coercion, she completed training for stand-up comedy. With proceeds going to charity, Donna is not only helping a good cause, but she is also helping others to laugh with her.

While being a sought-after industry leader, she still takes the time to serve. She is the chair of the selection committee for the *Women of Inspiration Awards* and she is a long-standing mentor to the CIBN Connect organization. As a master empowerment coach, when she extends her hand of encouragement to you, she works with you, so you become the hero of your own story.

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JORDAN CAWSEY

— CEO —



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“ We believe in doing business on a handshake, doing business based on honesty and integrity, and full transparency has strengthened our bonds with our employees and our clients.”



Jordan Cawsey is CEO of the Platinum Group of Companies, based in Edmonton, Alberta. Platinum Solutions provides its clients with water treatment, pumping, spill response and environmental services.

Platinum Telecommunications, the newest addition to the group, specializes in constructing underground utilities and fiber optic networks. As an experienced professional with deep roots in the oil industry and a reputation for his skills in management and business development, Jordan believes that partnerships are the key to success—and he is passionate about helping others succeed.

Jordan most recently launched Platinum Telecommunications, two years after founding Platinum Solutions in 2018. The values underlying the entire Platinum group of companies reflect Jordan’s firmly held belief of doing business on a handshake and his dedication to helping empower his team. “We believe in doing business on a handshake, doing business based on honesty and integrity, and full transparency has



strengthened our bonds with our employees and our clients,” he shares. “We may be a little unconventional in the way we do business and the way we structure our companies, but it has been the reason we have been successful.”

In keeping with Jordan’s desire to help people succeed, Platinum Telecommunications is committed to constructing and delivering fiber optics to everyone in Canada. One of its cornerstone missions is constructing reliable fiber networks across the country to ensure that everyone has access to the reliable fiber optic networks that they deserve. As with the entire group of companies, the business not only emphasizes safety, it views it as critical and sets it above all else. “A lot of companies talk about safety, but our team actually believes in it. For us, it’s not just a catchphrase; we always take it one step beyond industry standards,” he explains.

Jordan’s dedication to people and community extends beyond his role as the leader of a portfolio of successful companies. He serves as a member of the nonprofit organization SARDAA and trains his search-and-rescue dog. The team volunteers their time and money for the sole purpose of helping official agencies find missing people so that they can be safely returned to their families. “I am very proud to be a member of this organization and this team,” he shares.



Michael Angiletta

After a successful banking career of 15 years, having hosted over 10 000 client meetings and generated over 60 million dollars of business, the experience he gained from working at different banks, this left him unfulfilled. Starting at the collections department, this experience has such a profound effect that he ultimately decided to change the course of his career. Once he saw the ramifications of not taking care of one's finances, Michael knew he wanted to prevent clients from being turned over to the collections department. As a result, he became an account manager, senior account manager and finally a mortgage specialist allowed Michael the opportunity to prevent financial mishaps for banking clients. Today, Michael is the founder and president of Movative Financial Services, where he continues to provide clients with the service and advice they deserve.

Headquartered in Montreal, Quebec, Movative was founded in 2016 when Michael set out on his own to start a business. He cultivated the idea of establishing the financial services firm from his experience in the banking sector along with his previous work at his previous cabinet. "I realized one day that people deserve better than the bank, and I can bring the advice and client experience they deserve." Michael always wanted to work with motivated people, and offer creative solutions, he decided to name his

new company Movative, a combination of the words, "motivation" and "creativity." The firm provides investment recommendations, financial advisory, wealth management, retirement planning, risk management advisement, and insurance services.

As the founder of Movative, Michael holds many responsibilities. One of his primary roles is serving as a group insurance and group annuity plans advisor, which allows him to assist small businesses attract the talent they need to remain competitive within their respective industries. He works closely with business owners by helping them host better discussions with the banks and by assisting them in securing financing via alternative sources, all this included in his standard fees. After his partnership ended at his previous firm, Michael understands the importance of shareholder agreements, working in a team and individual setting, allowing him to provide perspective to small and medium business owners, "It is one thing to know the theory about something, it is something else living it" Michael reflects.

As a financial security advisor, Michael recommends insurance of persons solutions to clients. No matter which role he undertakes, Michael works from the client's seat and strives to get the most return from the smallest investment, which is why his motto is "Protecting your Health, Wealth, and Happiness!" One of the reasons he likes disability insurance is because few people know how important it is to have. Although it is more difficult for some individuals and families to get approved, Michael is always willing to face the challenges head on for the best interests of his clients.

In fact, it is a minimum standard at Movative for the client to feel important. Michael and his team members utilize technology for more efficiency, but they never sacrifice face-to-face, personal interaction. "Although we have added to our technology stack, I remind our clients, especially the older ones, these optimizations allow us to spend quality time with them instead of behind the computer screen." In contrast, he genuinely cares about giving clients a positive experience and never fails to take their feelings into consideration. As a result, Michael boasts an extensive list of long-term clients.

Michael is the founder and president of Movative Financial Services, where he continues to provide clients with the service and advice they deserve.

Michael is appreciative of his wife Sophie's support and understanding of the long hours. She helps keep him grounded, as Michael can get immersed in his work. Luca, 5, and Mia 3 provide much of the motivation, although Luca has said time and time again "Dad, stay home and play with me." To balance this out, Stella, Michael's client associate, keeps the office in order, phone answered and the calendar full. He appreciates Stella's hard work and smile every day. Michael has been known to say, "My clients tell me all the time, we hear Stella's smile."

Michael holds a management certificate from Concordia University and is an investment fund representative with Investia Financial Services Inc. He is also a licensed financial security advisor and group insurance and group annuity plans advisor through the Autorité des Marchés Financiers (AMF), the organization responsible for financial regulation in Quebec.



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Nawar Alkhamesi

MD, PhD, FRCS (Gen. Surg.)

Nawar is part of a highly specialized medical team that treat his patients while teaching medical residents, fellows, and visiting fellows from abroad.

An esteemed surgeon of almost 20 years, Nawar Alkhamesi holds both diverse experience and international recognition in surgery, academia, and medical research. Within his specialization of minimally invasive and robotic colorectal and general surgery and oncology, he incorporates almost every technique available and provides his patients with a comprehensive treatment plan, no matter what type of surgery they require. He currently practices at Western University in Ontario and London Health Sciences Center University Hospital and serves as the associate program director for the Advanced GI and MIS fellowship at Western University.

Dedicated to both the practice of medicine and the advancement of the field, Nawar is part of a highly specialized medical team that treat his patients while teaching medical residents, fellows, and visiting fellows from abroad. He places the utmost importance on patient care and recovery. During the patient journey, from diagnosis to treatment to after surgical intervention, Nawar and his team of nurses, dieticians, and pain care specialists, and other medical experts look after them while they're in their care.

Nawar's focus on the minimally invasive aspect of surgery began decades ago, in medical school, where he pioneered techniques that are now part of the standard of care. He completed his surgical, general surgery, and colorectal surgery training at Imperial College London and St. Mark's Institute in the U.K and Western University in Canada. While a research fellow at Imperial College, he developed an innovative technique for peritoneal aerosolization in minimally invasive surgery, and then continued his study of this specialized area at the University of London, where he earned his Ph.D. in surgical sciences.

Prior to joining Western University seven years ago, Nawar worked as a minimally invasive colorectal and general surgeon at Imperial College London. While serving within that role, he worked throughout the United Kingdom at The Royal Marsden, Chelsea & Westminster, Charing Cross, and St. Mary's Hospitals. In addition to caring for patients through his practice, Nawar continues his research work in England, participating in the development new technologies to deliver therapeutics into the body cavity during minimally invasive surgery through utilizing a combination of fluid and gas to create an aerosol. His research interests include surgical innovation and education, advance minimally invasive and video-assisted surgery, colorectal oncology, and the improvement of the operative environment, and he has published more than 40 journal articles and book chapters, which can be found on PubMed.



As a result of his research and dedication to the field, Nawar has received numerous awards, including:

- Top 100 Health Professional 2018. The International Bibliographical Center. July 2018
- Top 100 Health Professional 2017. The International Bibliographical Center. July 2017
- Award of Excellence in teaching Surgery from USC Teaching Honour Roll, Canada 2014-2015
- The Ronald Raven Prize for the best research project. British Association of Surgical Oncology. London, UK. November 2006

Nawar is a fellow of the Royal Colleges Surgeons of Great Britain, Royal College of Physicians and Surgeons of Canada, the American College of Surgeons, and the American Society of Colon and Rectal Surgeons. He is also a member of the Society of American Gastrointestinal and Endoscopic Surgeons, European Society of Coloproctology, Association of Coloproctology of Great Britain and Ireland, Association of Surgeons of Great Britain and Ireland, British Association of Surgical Oncology, European Society of Surgical Oncology, Royal Society of Medicine, and sits on many boards, including the Society of American Gastrointestinal and Endoscopic Surgeons and the American Society of Colon and Rectal Surgeons.

Nawar Alkhamesi, MD, PhD, FRCS (Gen. Surg.), FRCSEd, FRCSC, FACS, FASCRS

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RAGAN NIEPEL

As a successful entrepreneur who built her business from the ground up, Ragan Niepel serves as a living testament to overcoming adversity. Her life began in southern Alberta, Canada, where she endured a challenging childhood after being adopted as an infant. Her family was so dysfunctional that at 15-years-old, Ragan was placed into a foster home by her adoptive mother. Nevertheless, she remained resilient, and although Ragan had to escape from a turbulent situation, she continued to set goals and to achieve them. Today, Ragan is the founder and president of Econo-Chem, a maintenance products company that has been leading the industry for over 31 years.

With an eleventh-grade education, Ragan left the foster home at age 17 after being recruited by a Florida-based chemical company to pursue a career in direct marketing. As a door-to-door salesperson, she traveled to 23 countries, including Europe and the Middle East, selling a product called Spray Clean. She also began to learn a lot about manufacturing and the ins and outs of the business.

By age 20, Ragan had become the director of sales and was overseeing 200 people. Eventually, she even helped

to build their team to 400 employees. Unfortunately, as she moved up, she discovered the company was not interested in adhering to sound and compliant business practices. She knew she could not remain an employee as Ragan's mission was to make a safe, specialty product with a legitimate company.

With the goal of replacing all other cleaning products, in 1989, Ragan, used her prior experience to develop a product called Econo-Clean. She then founded her own company. Headquartered in Calgary, Alberta, Econo-Chem's inside sales team has served over 30,000 customers throughout Canada and North America. The company's sales concept is based upon the issue of consumers buying thousands of products that contain the same ingredients and then ultimately adding them to the landfills. As a solution to the problem, Econo-Chem offers an all-purpose concentrate where consumers can add their own water and custom blend their own products. In turn, dangerous solvents, degreasers, aerosols, and other specialized products are eliminated. As an added bonus, the environment is protected with a food-safe, biodegradable, eco-friendly product that delivers the same effective results.

“ It doesn't matter where you came from but rather where you are going, and you can create that through your own resilience. Dream big because you can make it happen.

Ragan is always looking for ways to enhance her business and to attract new clientele. For instance, she recently expanded her product line to start making hand sanitizer. She also takes pride in providing alternatives that can benefit her customers long-term. As a result of her commitment, Ragan was featured in a book called, *I am a Brilliant Woman*, by Karen Klassen; a collection of stories featuring women who have overcome adversities to embrace their own strengths. Dedicated to female empowerment, Ragan says, “It doesn't matter where you came from but rather where you are going, and you can create that through your own resilience. Dream big because you can make it happen.” This is the message she wants to share with her own two daughters as well as the rest of the world.

Outside of running Econo-Chem, Ragan offers business consulting to various companies. Ragan knows the importance of strong inside sales training and the art of motivating and inspiring salespeople to reach their true potential. Ragan also took on the additional role of director of business development for a Toronto-based automotive software company called, Tire Storage Solutions. Not only has Ragan tripled the amount of clients they currently had prior to joining, she has also assisted in bringing their software into the International market place as a by-product of her commitment to sales excellence.

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LUC BRUNET

With over 20 years of diverse experience in the corporate industry, Luc Brunet has established a reputation as an adaptable, performance-driven, and bilingual business leader. Throughout his career, he has consistently been recognized as a relationship builder and team motivator with the ability to deliver against challenging and complex business matters. Recently, Luc transitioned into the small business arena as the new owner of OKO Bagels in Oakville, Ontario.

OKO's bagels are popular because of the strong brand awareness for offering quality products and great service.

As a Montreal-style bagel shop, OKO strives to provide customers with a satisfying and authentic experience. "Through our selection of top quality and fresh ingredients, we aim to redefine comfort food as a part of everyday nutrition, both for the body and the soul," says Luc. The company's bagels are baked fresh daily in a wood-fired oven, creating a unique texture that is crispy on the outside while chewy and dense on the inside. Luc explains, "Montreal-style bagels are a little different from the New York-style bagels because those are less sweet than ours." OKO's bagels are popular because of the strong brand awareness for offering quality products and great service.

Although the wood-fired oven already helps to create an artisan feel, Luc hopes to evolve OKO toward an even more European style, complete with a sit-down café area in future locations. "The OKO brand is strong, so we are now looking to expand our product suite to include other unique and premium offerings," says Luc. In the future, he hopes to not only expand his current business venture in the West end of the Great Toronto Area, but to also eventually franchise into other areas throughout Canada and even internationally.

Prior to purchasing OKO Bagels, Luc held a variety of professional positions, primarily in the corporate space. His approach to career progression has always been to broaden his skill set as much as possible in order to successfully take on whatever challenge comes his way. He first entered the workforce as a high school teacher but eventually went on to earn a Master of Business Administration degree from the University of Windsor, including a semester abroad in Sweden. Upon his graduation,



Luc was hired into a finance rotational program where he earned his stripes in all things accounting, budgeting, planning, and analysis.

Luc later entered the banking space, where he specialized in card payments. He held various roles in product management, overseeing the bank's co-branded portfolio, and eventually led the innovation team, which was responsible for launching North America's first EMV contactless chip cards among other accomplishments. Luc gained additional valuable leadership experience by becoming chief of staff to the President of the merchant services business before moving on to take on senior roles at MasterCard. He has since offered consulting services in addition to running the OKO business.

According to Luc, it is his ability to gain success in a variety of roles within different businesses and industries that sets him apart from most other professionals. He has garnered experience in many areas, particularly strategic planning, business development, and product management. From the beginning, his mission was to have a broad set of skills to rely upon, and he has certainly accomplished that.



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Adam D. Segal —

Chief Executive Officer —



Adam leads the diverse, progressive, and passionate team at Storkcraft—the longest-standing name in the North American baby furniture sector—in keeping safety, design, and value top of mind when producing nursery products.

As president and CEO of Storkcraft, Adam Segal understands exactly what it means to start at the bottom and work his way to the top. Adam first joined Storkcraft in his early twenties, soaking up every opportunity to learn and gain experience across multiple positions in the company. As a result of his broad exposure to multiple areas of the business, Adam not only gained an in-depth understanding of the business, but also cultivated a genuine appreciation and understanding of every job function and employee. Today, Adam leads the diverse, progressive, and passionate team at Storkcraft—the longest-standing name in the North American baby furniture sector—in keeping safety, design, and value top of mind when producing nursery products.

Adam graduated from Ontario's Western University in 2006, where he earned a combined bachelor's degree (Hons.) in sociology and statistics, and from the University of British Columbia's Robert H. Lee Graduate School, where he attained a master's degree in business in 2009. Adam continues to further his education and leadership skills by completing



executive education courses at UBC as well as becoming a member in MacKay CEO Forums.

Assuming the role of president and CEO in 2017, and ushering in a new era for Storkcraft, Adam put in place an almost entirely new team – with diversity and inclusion, female empowerment, and progressive thinking top of mind. In addition to establishing Storkcraft's first-ever dedicated design and innovation teams, and investing into building best-in-class customer care and operations teams, Adam also put significant focus on developing a fresh and innovative product portfolio, a multi-faceted pricing structure and opening key distribution centers across the US to benefit both customers and the end consumer alike.

Under Adam's leadership, Storkcraft has been awarded the *Women's Choice Award® for America's Most Recommended Baby Furniture (2018 & 2019)* and the *Women's Choice Award® for 9 out of 10 Customer Recommended Baby & Kids Furniture (2020)*. Adam has also partnered Storkcraft with multiple charities—including Baby2Baby and Ronald McDonald House—to help bring dream nurseries and children's rooms to life for deserving families across North America.

With its brand name and recognition growing, and powered by a forward-thinking team, the 75-year old Storkcraft recently announced the newest license in its brand portfolio: Motherly, one of the leading online voices for millennial parents. Storkcraft is excited to bring to life the first-ever nursery collection for this influential, leading online platform for expectant and new parents.

Established in 1945 and based in Vancouver, Canada, Storkcraft has grown into an impressive global corporation. While Storkcraft's focus remains on growth in North America, the company is aiming to expand into Europe and Asia. Storkcraft's products are available for purchase through well-known retailers such as Amazon, Walmart, Target, and Wayfair, and will soon be available to purchase directly on their own website.

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David Solomonov

President & CEO

“ We’re global from a fintech perspective. We are providing clarity in the confusing world of finance, and we are proud to say that we have helped thousands of Canadians make informed financial decisions.

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David Solomonov is president and CEO of Insurdinary and its parent company Alliance Income, a national, digital-licensed health and life brokerage firm based in Canada. He is responsible for leading the development and execution of the organization’s long-term vision, with the goal of increasing the intrinsic value of the fintech brand, Insurdinary.

Insurdinary’s initiative is to continuously develop in-depth resources to help consumers make smarter financial decisions, whether it be finding life, auto, home, health, or travel insurance, choosing the right credit cards, or comparing mortgage rates. He and his team of experts combine technology along with professional acumen to create the right information and offerings in the most digitally savvy way. “We’re global from a fintech perspective. We are providing clarity in the confusing world of finance, and we are proud to say that we have helped thousands of Canadians make informed financial decisions,” he explains.

David began his career in 2003 with American Income Life Insurance Company, where for 10 years he served as regional general agent servicing union members in Canada with supplemental insurance programs before being promoted to state general agent of Missouri and Southern Illinois. “I really enjoyed the experience and cherish the people I had the opportunity to work with. I learned a lot from all the experiences and was able to replicate this with other managers and leaders. Many of the people that started with me are very successful. But I’m from Canada, and working in the U.S. was affecting my family, and I really wanted to start my own company,” he shares.

David launched Alliance Income in 2013 in Vaughan, Ontario, with four group employee benefits specialists. In 2015, just two years later, the firm was ranked by the two biggest insurance companies in Canada as one of the *Top Group Insurance Firms in Canada*, submitting the most cases annually for employee lives of 2 to 50. Today, it has over 40 employees and contractors serving customers across the country.

In 2016, the idea for Insurdinary was born when David started to see that consumers were gravitating toward the online world for information and services. “We sensed this and decided to adapt to the market and continue to innovate. We knew we needed our own fintech channel. We were thinking about the word ‘extraordinary’ and how it would relate to the financial sector. The word ‘Insurdinary’ came to my mind and it felt natural,” he explains. “This one word can have many different meanings. However, we intended for Insurdinary to be a new word that is synonymous with extraordinary but directly tied with finance. Thus, Insurdinary is really amazing financial resources in one.”

In 2017, David launched his fintech brainchild and called it Insurdinary, where he leads a team of determined, driven, and focused individuals and talented engineers who develop the most up-to-date calculators, quoters, and applications, and provide news, guides, and product overviews on insurance, mortgage rates, credit cards, and other financial products. “Through our extensive partnerships with financial institutions, we also provide unbiased and competitive rates for these products. Combining the offers from these institutions and the information from Insurdinary makes for the best solutions for a consumer,” he says.

In the wake of Insurdinary’s astounding success, David continues to lead the company into the fintech future, with the long-term vision of becoming the leader for financial information and resources. “We have already trademarked our brand, Insurdinary, globally. We believe that if we can help Canadians at our current trend, which is a growth of 1000 percent since inception, we can continue, and expand in most, if not all, countries. Our goal is to enter into the U.S. in the next 18-24 months by means of acquisition,” he explains.

Robert Woolgar, P.Eng. FEC



“ Our approach to developing projects and relationships is not like what you would see in larger companies. We pride ourselves on doing the right thing, and establishing strong relationships is important to us, especially with the communities in which we work.

Robert Woolgar is the president and CEO of Growler Energy. As a professional engineer, Robert’s interest in renewable energy began in university, which led him on a 25-year journey across the industry. Robert now leads Growler Energy on a mission to produce and distribute clean energy. As one of four owners, he drives a unique energy company that departs from the “profit-first” mentality and firmly believes in a “Creating Shared Value” approach – a belief that is driven by the company’s passion for protecting the environment and empowering communities. “We are a devoted group, and we see ourselves as strategic thinkers. Our approach to developing projects and relationships is not like what you would see in larger companies. We pride ourselves on doing the right thing, and establishing strong relationships is important to us, especially with the communities in which we work,” he shares.

Long before he joined Growler Energy in 2018, Robert was a civil engineering student at Memorial University in Newfoundland and Labrador, finishing up his last two work terms at a waterpower consulting firm. It was his first exposure to renewable energy, and he was hooked. After graduating, he jumped into a career in the water power sector and never looked back, working on renewable energy projects across Canada, and gaining exposure to other areas of the industry. Robert was recognized as a fellow with Engineers

Canada for his outstanding contribution to the community and industry through dedicated volunteerism with the local *National Engineering Week* committee.

After 22 years working in the renewable energy sector, Robert realized there was something missing; he needed to explore his own ideas and concepts for renewable developments. It was during this time that Robert joined Growler Energy and from there, the company’s focus became locked-in on finding and developing renewable resource potential. Now as president and CEO, Robert is helping build the company from a renewable energy development startup into one that now partners with internationally recognized companies, such as Landsvirkjun Power in Iceland and Tetra Tech in North America, synergizing Growler Energy’s expertise in renewable energy. For Landsvirkjun Power, the partnership with Growler Energy is helping the team develop renewable energy strategies that reduce community dependence on diesel energy in Canada, reducing overall greenhouse gas emissions and fostering economic growth within communities. This renewable energy development partnership has led to specific renewable energy development projects with C&T Enterprises in Labrador and Nunavut Nukkiksautiit Corporation in Nunavut.

As Growler Energy continues its growth, Robert and the team at Growler Energy have also set their sights on expanding the company’s professional services to the offshore wind market in the United States and the Eastern Seaboard, including power generation, submarine power cables, landfall drilling, and project management professional consulting services. With Robert’s enthusiasm for renewable energy, the future is both green and bright for this emerging energy company.



Jonathan M. Hartney | Founder, CEO, and Vice President of Project Development



YYC TECH
CONSULTING

Jonathan Hartney has always been an entrepreneur with a passion for technology. As a result, he has opened several of his own companies in the technology space, ranging from project management to software development and high tech. Among the many titles he has held throughout his industrious career are blockchain innovator, enterprise project manager, SharePoint expert, business analyst, and bitcoin and crypto currency consultant. Today, Jonathan serves as an independent management consultant and as the founder, chief executive officer, and vice president of project development for YYC Tech Consulting headquartered in Calgary, Alberta. The company is a part of his family business, Hartney Enterprises.

“Some men see things as they are and ask why. Others dream things that never were and ask why not.” – George Bernard Shaw

An innovative thinker with a head for business, Jonathan hails from a long line of entrepreneurial minds. His great-grandfather, JD (John), started a horse-drawn laundry cart in Vancouver in the early 1900s and was one of the early conductors of the BC Street Cars. His grandfather, Ronald, began his career climbing telephone poles for the phone company in Vancouver and went on to assist with many business and charitable initiatives in the area, including the New Westminster Chamber of Commerce, Rotary, Junior Achievement, and Telephone Pioneers. Jonathan’s father, Michael, worked for many years with CP Rail, helping to develop innovations in the field of signals & communications and to establish one of the largest fiber optics infrastructures in Canada.

YYC Tech Consulting specializes in project and program delivery, organizational change management, business intelligence and analytics as well as operational excellence with a focus on value benefits and realization. “In other words, the firm works with enterprise businesses to roll out big software projects,” says Jonathan. They also help startups get set up with web applications and other innovative technologies. Team members work with clients to solve their business problems and to discover what is needed to help grow their business. They also offer services in project management, custom software development, applications, blockchain, and business process engineering. “The cornerstone of our success is working together with our clients to understand their needs and to bring a fit for purpose approach that will achieve the desired business outcomes,” Jonathan explains.

Prior to founding YYC Tech Consulting, Jonathan studied psychology in Calgary and started his career in youth work. Although he was passionate about the field, he discovered that he most enjoyed the technology industry. In fact, Jon and his wife continue to support and to be involved with youth programs through their initiative called shelterfrom.org. He obtained a diploma in information technology from Lethbridge College and his degree in management information systems from the University of Lethbridge in Alberta.

After graduation, he started out managing technology projects for several large companies. In 2007, he ventured out on his own as a consultant, which he loved because he was able to work with many different companies as well as on a variety of projects. Jonathan began to grow his own team from there while remaining focused on technology with the goal of helping businesses make their processes more efficient.



He has now worked as a technology consultant for over 13 years.

Jonathan also holds a master’s certificate in business analysis from Villanova University in Pennsylvania as well as a blockchain certificate from the University of Oxford. He also holds a certificate from The Massachusetts Institute of Technology, where he participated in the MIT Entrepreneurship Bootcamp, in which his team made it to the final round of presentations as a top viable business.

Presently, Jonathan is also involved with the Canadian Blockchain Consortium (CBC) where he serves as a director of the board. The organization was founded to unite Canada’s diverse community of blockchain business owners, developers, and those interested in exploring technology’s transformative potential. Through their inclusive ecosystem, members work to advocate for technology space, educate the public, and ultimately bring more prosperity to the nation.

Some of his upcoming projects and initiatives can be found at either www.yyc-tech.com or www.hartneyenterprises.com:

ProjectEngineer.net: an initiative established to share project management experience with upcoming project managers and early PMP students.

Nebulome.com: the cloud beyond the clouds. A software platform dedicated to building better cloud software tools for businesses and industries

Propentos.com: this is an initiative for founders with no technology background. We bring our technology team alongside you and fulfill a CTO role for you and your start up

Intelliphants.com: this is an automated newsfeed that has been established to harness the power of automation technology and give you the information you need. Recently, we’ve re-focused this site to collect and provide information about COVID-19 and also provide some entertainment relief.

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Vince Attisano

Founder and CEO



Vince Attisano is a serial entrepreneur with an extensive portfolio of successful ventures that spans over two decades. Twenty-five years after opening his first business at just 26 years old, he now stands as a recognized entrepreneurial expert with an impressive record of building profitable businesses from the ground up. Although he is a seasoned executive with over 21 years of experience, Vince is not a corporate suit-and-tie guy, glued to his chair in a corner office. He is an innovative, hands-on leader who uses his experience in all areas of business operations to spearhead initiatives that turn underperforming organizations into thriving businesses.

e|evate

As the CEO and founder of Elevate Mobility Solutions, Vince is now focusing on his next project. Currently, he is looking for a new business and opportunities to grow, whether through acquisition or through working alongside business owners who want to grow their business. What sets Vince apart from

other entrepreneurs is his personal investment in each company. “I treat these businesses as *my* business,” he shares.

Vince’s entrepreneurial career has taken him across industries spanning from literature to medical to food distribution and beyond—and it all started with a bookstore. In 1995, Vince launched Books By The Beach in Wasaga Beach, Ontario. “That was a great experience and I really enjoyed time in the community and operating a bookstore.” I enjoyed being surrounded by great literature all day but also, it was different and really started my entrepreneurial career,” he shares.

After three years, Vince assumed the role as director of operations for a chiropractic college, where he rebuilt the suffering Canadian Memorial Chiropractic College Bookstore & Supply Centre from scratch. As a visionary change agent, he implemented new initiatives to turn around the dying business—and he shattered expectations. By his second year, he had doubled gross and net profit margins, and by the time he left in 2006, he had led the business to becoming the number one alternative medicine and chiropractic equipment supplier in Canada.

What sets Vince apart from other entrepreneurs is his personal investment in each company. “I treat these businesses as my business.”

Vince then took his expertise to help Toronto-based Canada Bread Food Service, assuming full control over all operations, including HR, business development strategies, and client relationships. As an owner and operator, Vince doubled its sales by his second year. He also initiated the acquisition of several significant new accounts.

In 2010, with Canada Bread Food Service, now flourishing as a result of his expertise, Vince moved on to his next venture, owner of a mobility and accessibility company. As its owner and operator for over a decade now, he has orchestrated transformational initiatives to build the Newmarket, Ontario, business from the ground up. Through implementing many new initiatives, Vince not only substantially grew the profits of his own business, but in doing so, he became an example that many in the industry now follow.

As Vince now looks for new businesses and opportunities to grow, he shares some insight into his views on building a successful company: “Employees are the backbone of every business. Without a great team, your business is bound to fail. Many entrepreneurs have told me that they are having the same problem of finding employees who want to work. While it’s not difficult to find well-educated and qualified employees, they are finding it very difficult finding candidates who work hard and care about their job. I am a firm believer in hiring people who have the drive to learn and work hard, rather than prospective employees who have all the credentials, but have no work ethic. These employees will lead your company to great success.”

Mashood Ali

As an executive leader, he wields his well-honed mastery in aligning product development with marketing and sales strategies to grow loyal brand recognition.

Mashood Ali is vice president, Western Canada, for Agile Underwriting Solutions (formerly UCAI), responsible for quoting and placing business for insurance brokers across Canada, with a specific focus in the western region. With 22 years of experience in the industry, he serves his clients with a unique combination of skill, expertise, and the ability to work with a vast broker network across a large variety of specializations and maintain strong relationships with each of them.

Agile Underwriting Solutions (formerly UCAI) was founded in 1995 in Halifax NS as a managing general agent. Agile Underwriting Solutions was launched with the mission to “help brokers build their business by finding coverage for hard to place products.” The company serves as an intermediary between insurance companies and the retail broker, finding insurance solutions for complex risks that domestic insurance companies are unable to provide. The firm focuses on specialty lines business some of which include hard to place property and casualty, construction, medical malpractice, professional lines, pollution, manufacturing, realty, homeowners and other industries. As a commercial insurance executive with broad experience spanning the areas of underwriting, risk management, sales, marketing, and claims improvement, Ali’s primary focus is on large construction, hospitality for bars, restaurant chains, and, especially, large hotels. He also serves clients in the area of medical malpractice.

Mashood has built a reputation for not only his commitment to the firm’s mission, but for his skill as a corporate and industry leader. As an insurance expert, he applies his industry knowledge and expertise to provide the best solutions that serve the complex needs of his clients. As an executive leader, he wields his well-honed mastery in aligning product development with marketing and sales strategies to grow loyal brand recognition. In 2019, the industry recognized his dedication to and success with simultaneously serving both of these masters, when Mashood ranked as a finalist for *Underwriter of the Year*, after being nominated by *Insurance Business Awards*.



As a commercial insurance executive with broad experience spanning the areas of underwriting, risk management, sales, marketing, and claims improvement, Ali’s primary focus is on large construction, hospitality for bars, restaurant chains, and, especially, large hotels.

Mashood began his career with HB Group Insurance in his hometown of Toronto before moving to TD Meloche Monnex, where he served as a more personalized agent. In 2002, he joined Aviva’s commercial division as a senior commercial underwriter. “This role changed the course of my career,” he explains. “After being transferred to Vancouver, I left Aviva in 2007 and began my career in the specialty lines MGA space.” Over the next 13 years, Mashood built on his expertise and knowledge across the roles of branch manager, VP, and then regional business development manager before joining Agile Underwriting as VP, Western Canada, in January 2020.

He holds an FCIP (Fellow Chartered Insurance Professional) designation from the Insurance Institute of Canada—the highest educational designation in Canada for insurance—with a specialization in management. Outside of the office, Mashood supports the community by assisting in the local city food bank.



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Nick Talib



President and CEO



An experienced chief executive officer, Nick Talib holds over 20 years of demonstrated history within the financial services industry as well as a mortgage broker certification focused in financial services underwriting. Currently, Nick serves as president and CEO of Lend at Ease, a private mortgage firm based out of Ontario, Canada where he specializes in negotiation, budgeting, banking, credit analysis, and customer relationship management.

Although he has always worked within financial services, Nick was part of the banking sector until 2008 when he decided to make a change and get into the mortgage brokerage industry. That year, he accepted a position as head of compliance for a national mortgage brokerage company working alongside provincial regulators. (Canada has provinces as opposed to states, and each province has a regulator.) Through Nick's dealings with provincial regulators at the mortgage brokerage company, he received the opportunity to work for the Ontario provincial government.

As a compliance officer, Nick then had the opportunity to become an instructor for the mortgage industry. After overcoming that final stepping stone, in 2011, Pamela Verma and Nick opened their own mortgage brokerage firm in Vaughan. Heavily referral based,



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“

We just want to serve our clients and support our agents to the best of our ability. Their satisfaction and constant support aren't just part of my job; they're also among my greatest rewards in life.

”

Lend At Ease, focuses on building relationships with both lenders and borrowers. The firm employs and provides support for over 30 licensed mortgage agents who specialize in commercial, prime, and private lending.

Pamela, who serves as the company's vice president, primarily focusses on customer relations and enforcing ethical practices while Nick focuses on ensuring compliance within the brokerage. However, they both take pride in maintaining positive, long-term relationships with clients, and both are firm believers in the “quality vs. quantity” ideology. As part of their mortgage financing services, Nick & Pamela main focus is to educate clients on their mortgage options in providing suitable product for each individual need.

They apply the same logic with their mortgage agents - “We welcome the challenge in training new eager agents who are looking for a reliable brokerage which they can proudly represent,” says Nick.

On the other side of the business, Nick has his own consulting firm where he provides other firms from his industry support and guidance throughout Ontario and keeps them informed and up to date on the current regulations. No matter which firm he is leading, Nick takes pride in giving everyone a fair chance and never worries about competing against anyone. He explains, “We just want to serve our clients and support our agents to the best of our ability. Their satisfaction and constant support aren't just part of my job; they're also among my greatest rewards in life.”

Karen Hourtovenko

■ Karen is a certified master coach and an American board-certified master and trainer of neuro-linguistic programming, Time Line Therapy™, hypnotherapy, and NLP coaching.

Karen Hourtovenko is founder and CEO of Life Zone, Inc. As a registered psychotherapist with over 30 years of experience in counseling and coaching, a background as a nurse practitioner, and an education in business, she focuses on moving individuals forward to create success in all areas of their lives. She coaches executives, professional athletes, health care providers, and individuals across all lifestyle areas to improve emotional and nutritional health, business and professional development and to help them change their thinking to achieve desired goals. “More than goal setting, I actually assist individuals to reprogram their brain to create those goals, getting the person unstuck and creating a new life,” she explains. “Even if people have done coaching in the past, there are still a lot of places to grow. All of the answers are inside of us. My role is to bring those answers out from deep in the unconscious mind. The people themselves are the experts.”



Karen founded Life Zone, Inc., in Ontario in 2000, after a career as a cardiac and cardiovascular ICU

acute care nurse. In addition to a bachelor's degree in nursing, she holds a doctorate in psychology and a master's degree in business, and she is a certified master coach and an American board-certified master and trainer of neuro-linguistic programming, Time Line Therapy™, hypnotherapy, and NLP coaching. She brings together her expertise in health care, business, and human behavior to help people achieve their highest level of success and peak performance. “No matter what someone's position, they're still people, and we need to look at the whole person,” she states.

Dedicated to helping people be the best they can be, Karen uses advanced human behavior and mindset-engineering techniques that eliminate negative emotions and beliefs, creating personal empowerment and development. “Most people think they're born this way and they'll never change,” she shares. “We're a combination of genetics, yes, but most importantly, the largest predictor of how people function is based on the environment. We are people with behaviors; we are not behaviors. Everyone can change if they choose to. Clients have to want to feel better and want to make changes. Changing their story means they are no longer able to tell their story, and some are not willing to do that!”

Mental wellness is often overlooked in high performers; however, they are often more at risk. Karen shows her clients how mental health issues, including depression, anxiety, PTSD, anger management symptoms, all improve when mind mastery is achieved. “Most individuals know what to do; it is why they are



She brings together her expertise in health care, business, and human behavior to help people achieve their highest level of success and peak performance.

not doing what they know, that is the key. Executives are expected to be the experts, athletes are expected to be gold winners, professionals are expected to have all the answers, and the average person is expected to be happy. So why are they not?” she explains. “We all live our lives based on internal values, beliefs, programming that determines our actions. These are mostly unconscious running our lives. It is only when those programs that are not assisting us are reprogrammed that a person can stop doing what is holding them back from success.”

In recognition of her work, Karen has received the 2006 40 Under 40 Award, the 2005 Business Excellence Award-New Venture Award, and the 2004 Sudbury Business and Professional Women's Club Women Entrepreneur Award. Dedicated to helping her community, she has served as a United Way cabinet member, as director of the Greater Sudbury Chamber of Commerce, and as a member of the Rotary Club of Sudbury.

Karen Hourtovenko, BScN, MBA, Psy. D RN(EC), Reg Psychotherapist
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Rojit Sorokhaibam, Chief Executive Officer



With over 24 years of international managerial experience, as well as three companies of his own, Rojit Sorokhaibam is one of the most valued entrepreneurs in his industry. As a native of a small Indian city, Manipur, he understands the importance of working for the community. In fact, in the year 2007, Rojit was also among the top nominated entrepreneurs selected by the Indian government to represent India in dozens of other countries.

He has worked in India, the United Kingdom, Canada, Australia, and the United States, and has served in multiple roles including advisor, organizer, and represented at the managerial capacity of community organizations. Currently, Rojit is the co-founder and chief executive officer for IDHUBS, a unique startup company that offers an integrated software as a service (SAAS) platform.

IDHUBS is working to be the source of global digital identity by providing a unique integrated SAAS collaboration ecosystem platform that is delivered through a white-label portal and custom iOS and Android app for the organization.

The platform can help participating members to transform their personal branding through interactive resumes and gain opportunity while using the platform for professionals and students.

With IDHUBS' approach, it can bring the team members, stakeholders, and their focused customers on board the same platform. The platform also provides a community-focused eMarketplace and personal branding for participating users. The solution will help to achieve the vision of every business, organization, and community. With an effective collaboration ecosystem among the team members and strategic stakeholders, IDHUBS can help and contribute to success which leads to higher efficiency and profitability.

"Time is changing fast; every business is striving to be the winner in their respective industry. In today's competitive world, there are lot of options available for a customer and information is widely available that helps make a well-informed decision. The continuous engagement has always been the key to a successful relationship and a successful relationship is something that money cannot buy and replace," says Rojit

IDHUBS helps and motivates the participating members and also gives credit for their contributions within an intently managed community environment. In addition, the platform can help participating members to transform their personal branding through interactive resumes and gain opportunity while using the platform for professionals and students.

IDHUBS also offers a fully functional B2B and B2C community eMarketplace. Business owners can do their business easily, securely, and efficiently with multiple payment gateway options and can benefit their target customers, who are already connected and verified.

IDHUBS also offers features like creating and managing events, opinion polling, crowdfunding for a verified good cause in the community, and a dashboard for the management of various reports.

As the chief executive officer of IDHUBS, Rojit also focuses on solving current challenges such as monthly business expenses, maintaining the cooperation and high morale of the team, and recruiting like-minded visionaries to join their team of investors.

"IDHUBS is based upon the principle of change," Rojit explains. "Everything on this earth is in a continuous state of evolving, refining, improving, adapting, or enhancing. As an IT entrepreneur, I see it in two ways: consumer patterns and technology." And IDHUBS is the answer and the new platform that the world has been looking for.

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Karim Chandani, Vice President

“ It’s the team approach that makes HUB stand out from the competition. Our goal is the client and putting their needs first! ”

With over 25 years of experience as a business owner, Karim Chandani holds an in-depth understanding of his clients' insurance needs. In fact, he has been frequently recognized for his ability to use a hands-on approach and creative thinking when working to support his clientele. Today, as vice president of HUB International Insurance, headquartered in Canada and Chicago, Illinois, Karim continues to work on behalf of his clients and to provide them with tailored insurance solutions, peace of mind, and advocacy.

Known as a leading, full-service, global insurance broker, HUB International provides property and casualty; life and health; employee benefits; and investment and risk management services. The company currently employs over 13,000 people and has more than 500 offices located across North America, making it the largest insurance brokerage in Canada and one of the largest in the world. HUB's vast network of specialty experts are dedicated to providing instant information and industry leading solutions that smaller brokers simply cannot provide. For example, one of the company's primary advantages is its ability to offer specialty practices such as hospitality, real estate, health care and construction to name a few.

Another unique advantage HUB offers is the ability to assist clients with their businesses as well as with their employees and employee benefits. Team members can also help clients with their personal home needs, automobile insurance, pet insurance, and travel needs. HUB has become a one-stop shop, encompassing every insurance product and service within one company. “It’s the team approach that makes HUB stand out from the competition. Working with high quality, experienced people like Yvonne Douglas in marketing, Marion Haralds as team lead, Tammy Anstiss handling certificate requests, and Tim Geddes and Mani Sharma providing leadership, our goal is the client and putting their needs first!”

As the vice president of hospitality at HUB, Karim not only focuses on the hospitality sector but also on retirement homes and manufacturing across Canada. As a result, he has developed a large client base with a variety of different needs. It is, therefore, Karim's responsibility to evaluate every company's unique business needs and to determine the best coverage options available for each.

Recently, due to the COVID-19 pandemic, most insurance companies have experienced significant losses, which means they do not have the capacity to insure many risks. Consequently, the companies must then deal with worldwide markets in order to find the best insurance options, and that is where Karim comes in. He treats each customer's business as his own and offers everyone he works with the best service possible.

Another change that has resulted from the pandemic is HUB's increase in communication with clients. Team members have remained in



contact with clients both by phone and by email to answer questions and to keep them updated on what is happening within the company as well as with insurance coverage options. HUB has also involved the company's 90+ risk managers to develop and release a variety of checklists, which have been vital for their client base.

HUB's team members have also been working to offer multiple webinars and resources. “The information and resources that have been created and provided to our clients throughout this challenging time have been industry leading,” says Karim. HUB has proven that despite a rapidly changing world, its employees will continue to provide unrelentless advocacy and will continue to help clients reach their goals through risk services, claims management, and compliance support.



Robert De Toni

B.ADM., LL.B. | Founder

Throughout his 24 years in the legal industry, Robert De Toni has consistently demonstrated his ability to tackle the real issues, to handle high pressure litigation and disputes, and to achieve cost-effective results. He is also dedicated to providing his clients with straightforward, practical solutions whether he is representing major financial institutions, families, or individuals. Today, as the founder of National Capital Law, headquartered in Ottawa, Ontario, Robert continues to successfully advise clients in the areas of bankruptcy and insolvency, creditor and debtor issues, commercial litigation, civil litigation, landlord and tenant disputes, mediation, and arbitration.

After completing high school, Robert enrolled at the University of Ottawa in their Bachelor of Administration program. Robert obtained his degree in 1991 and was selected as a gold medal winner. After earning his Bachelor of Administration degree, Robert remained at the University of Ottawa until he graduated with a Bachelor of Laws degree in 1994.

In 1996, Robert started his career at Merovitz Potechin, LLP in Ottawa. While at Merovitz Potechin LLP, Robert's areas of practice

included bankruptcy and insolvency, creditor and debtor issues, commercial litigation, civil litigation, employment law, landlord and tenant disputes, and estate litigation. As a partner, Robert was responsible for training and mentoring associates as well as assisting the managing partner with various matters such as strategic direction, marketing, website development, human resources, and employee performance. He remained in his role, helping to build up the firm for over 23 years before eventually deciding to branch out on his own.

He is also dedicated to providing his clients with straightforward, practical solutions whether he is representing major financial institutions, families, or individuals.

Robert opened National Capital Law on June 1, 2020, where his focus areas are similar to those of his previous practice. In addition to those areas, Robert is branching out into conducting mediations and arbitrations.

Over the years, Robert has been a member of several professional organizations including the Law Society of Ontario, the Canadian Bar Association (CBA), the Ontario Bar Association (OBA), and the County of Carleton Law Association (CCLA). In addition, Robert has frequently served as a speaker at several legal conferences.

When he is not busy practicing law, Robert enjoys acting as a leader in the community. Robert has served on the boards of Villa Marconi Long-Term Care Centre and the Canadian Italian Business and Professional Association of Ottawa. He also currently serves as the chair of the Children's Aid Foundation of Ottawa. As a former member of the Ontario Bar Association's Young Lawyers' Division, Robert was instrumental in establishing a mock trial program that still runs at elementary schools in Ottawa to this day. He also coached youth sports for several years. Robert explains, "Volunteer work is different from winning a client's case because it allows me to give back to more people and to make the world a better place."



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NIGEL WATERHOUSE

As president of Can-Am Aerospace, Nigel leads the aeronautical engineering company in making design changes, certification of modifications and repairs to aircraft operating in Canada, the United States, and Europe.

With over 30 years of experience in aviation, covering aircraft maintenance, design, certification, flight test, manufacturing, and expert witness services to the US Federal Courts, Nigel Waterhouse is one of the most experienced and highly esteemed aerospace engineers in the aviation industry. Working as an international consultant to the aviation industry, he also holds the titles of Transport Canada civil aviation design approval representative and European Aviation Safety Agency (EASA) compliance verification engineer. As such, he covers all aircraft types from helicopters to large transport category aircraft and all disciplines from cabin safety to structures and systems. In 2014, Nigel received delegation from the Canadian federal transport minister to approve the designs of aircraft on behalf of Transport Canada. Currently, as president of Can-Am Aerospace, Nigel leads the aeronautical engineering company in making design changes, certification of modifications and repairs to aircraft operating in Canada, the United States, and Europe.

Nigel's aviation career started out with humble beginnings; in charge of a broom and sweeping the floors in hangars at local airports. However, Nigel soon became an apprentice and mechanic, slowly working his way up from cleaning the floors to inspecting and repairing aircraft. Eventually, he became a licensed aircraft mechanic and stayed in that line of work for over 10 years.

In 1987, Nigel enrolled at Brunel College, Bristol, in the United Kingdom, where he learned the aircraft maintenance trade and earned his *Aircraft Maintenance Engineer's License* from the U.K. Civil Aviation Authority. Then, in 1996, he graduated from England's University of Lincoln with an honors degree in aeronautical engineering. Nigel decided to relocate to Canada in 1998 and started working in the aeronautical design and certification business where he remains today.

In 2001, Nigel founded Can-Am Aerospace, a privately held aviation and aerospace company headquartered in Montreal, Quebec. Serving as a consulting organization to the aviation industry, airlines, government agencies, police forces, and the military come to them with problems and proposals for aircraft designs, modifications, or repairs. Nigel explains, "We start from the beginning and do a cradle to



grave process, creating the design or reviewing the proposed design, going through all the analysis and testing, including flight and systems testing." Then, they work with Transport Canada, the FAA, and/or EASA to get the necessary approvals.

According to Nigel, the most unique aspect of Can-Am Aerospace is that they hold extensive knowledge and experience in all aspects of aviation where most other companies specialize in only a few areas. For instance, Can-Am Aerospace became the first aeronautical engineering company in Canada to successfully obtain a *Canadian Technical Standard Order* approving specialized aircraft mechanical fasteners. Nigel has also worked as an expert witness for a major aircraft manufacture in a U.S. federal court case and contributed to a successful outcome. Nigel's goal for the future is to continue keeping the company ahead both nationally and internationally. Just as Can-Am's motto says, "We're taking off, so you can."

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Sigmund Holtz

Research Advisor

Sigmund Holtz is vice-president of Tuscan Capital Management Ltd., a Calgary-based personal finance company. Sigmund is passionate about making a difference in the lives of others and is inspired by the work of Nia Technologies Inc., a Canadian not-for-profit company that has created the world's first integrated solution that allows for 3D printing of lower-limb prosthetic devices.

Nia's mission is to help disabled children living in developing countries to walk. In response to the worldwide shortage of trained prosthetic practitioners and prosthetic devices, the company provides a digital solution, permitting more prosthetic and orthotic devices to be produced in a shorter time and at a lower cost than traditional fabrication methods.

"The impact of Nia's work extends well beyond improved medical outcomes," explains Sigmund. "Physical mobility enhances self-esteem and confidence which, in turn, are linked to social acceptance, access to education and employment opportunities."

Sigmund was introduced to investing at age 15 and attributes his success to a zeal for mathematics and analytical finance fueled by his drive to have a positive impact on the world. He aspires to become an investment banking analyst after completing dual degrees in economics and business with a major in finance at the University of Calgary's Haskayne School of Business.

Sigmund is currently assisting Nia in raising capital to finance the installation of its technology in developing world hospitals and orthopedic workshops. Those interested in joining the effort should contact Sigmund directly for additional information.



“ The impact of Nia’s work extends well beyond improved medical outcomes. Physical mobility enhances self-esteem and confidence which, in turn, are linked to social acceptance, access to education and employment opportunities. ”



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As a diversified entrepreneur with extensive experience in the renewable energy space, Paulo Pique has built, managed, and facilitated over 25 MW of residential and commercial solar installations across Canada. Throughout his 13 years of working in the solar industry, his responsibilities have ranged from operations and construction management, financial and operational strategy, quality and risk management, and overall process improvement. Today, as co-founder and chief executive officer of Sundial Energy Group, Paulo continues to maintain his track record as an industry leader bringing top-quality performance and proven results.

With main headquarters based out of Calgary, Alberta Canada, Sundial Energy Group is a leading distributor of sustainable energy solutions. “The vision of our company is to create a new profession for the renewable industry, consisting of advisors and educators that people can trust. We want clients to feel comfortable coming to us for expert advice on off-setting utility costs by utilizing renewable energy solutions,” Paulo explains. Free, custom-renewable studies for your property and/or home are easily available coast to coast for residential, commercial, industrial, and agricultural clients. By offering advisement as well as a selection of energy efficient products, Sundial team members can reach their ultimate goal of helping clients plan for the future.

Sundial also designs, engineers, and manufactures their own ground mount racking products for solar panel systems. Sundial’s patented, Canadian-made racking products are specifically designed for Saskatchewan weather events, automatically qualifying it for anywhere in North America and the rest of the world. “While we could have built to ‘engineering specs’ with lighter materials, something that is seen all the time in our competition’s products, we purposely overbuild our frame from the ground up. We build our products with 100% structural grade steel, all welded by CWB journey welders. We don’t cheap out and it shows. We also provide unprecedented warranty to back up our workmanship. Maintaining our product to be manufactured locally allows us to hire qualified specialty trades that have experienced layoffs in the oil field and can apply their existing skill sets to renewable energy projects. We are well prepared to accept, train, and deploy anyone who carries the skill sets or is looking for a career change in renewables to join our growing authorized contractor network,” says Paulo. One of Sundial’s missions is putting people back to work and another is creating Canadian-made products.

Another niche is Sundial’s ability to understand the farming business as well as access to smaller communities. Many small generational farms are expanding and there are also thousands of farmers who are an important demographic for the company. As a result, Sundial formed a strategic partnership with the CO-OP, one of the largest providers of retail goods, fuel, and agricultural inputs. The partnership was formed to introduce and provide turnkey solar power solutions to Cooperative Retail System (CRS) consumers. CRS consumers will now have the option to access solar power solutions through their local home or AG center. “For 90 years the CO-OP has been standardizing industries and supporting communities in Western Canada,” says Paulo “Partnering with FCL and the CRS fits with Sundial’s core values. By offering complementary and innovative options to the products and services already provided by retail co-ops, we are confident that this partnership will help improve the overall customer experience, strengthen the renewable energy industry, and speak to the vision of building sustainable communities together,” adds Mr. Pique. This exclusive partnership expands Sundial Energy Group’s market reach across Western Canada, while also supporting FCL and the CRS’s efforts to lead the retail sector by providing a sustainable energy solution to



PAULO PIQUE

CO-FOUNDER & CEO

CRS consumers, continuing their efforts to educate, build, diversify and stabilize their industry for future generations.

A new program, set to hit the market called Sundial 360, will be the lifeline for most industries looking to diversify and produce additional revenue during these trying times. Sundial Energy Group created this program to help existing companies develop their renewable catalogue and cater to the end-user by providing renewable energy packages that will enable consumers to purchase solar power systems through the trusted contractors or companies they purchase or have purchased from. Sundial Energy Group has designed a program that requires no associate training or knowledge of solar power systems to execute. “If you are a business that has struggled to adapt to the market changes or just simply are looking to enter a new emerging industry, our business specialists will be happy to educate you on the benefits of plugging your existing business into our platform. We will introduce you to the solar industry and provide you with the tools to succeed while you still focus on your core business,” says Paulo. Businesses, big or small from a magnitude of different industries who serve the end-user will benefit from the 360 platform. With all the industry and business knowledge Sundial’s executive management team has, businesses will appreciate gaining access to a fully integrated operation at right at their fingertips.



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Babak Shafiei

Founder and CEO

“ Our focus on oil and gas, expertise with data, and our repeatable processes give us the ability to quickly deliver value and solve challenges with laser-precision.



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Babak Shafiei has held a passion for technology since early in his life. Throughout his youth, he enjoyed building electronics and working with computers, and it was these same proclivities, coupled with enthusiasm, that ultimately led to his becoming the founder and chief executive officer of Integra Data and Analytic Solutions.

Headquartered in Calgary, Alberta, Integra is one of the few Canadian companies that focuses solely on solving the operational challenges faced by the oil & gas industry. Their mission is to provide advanced data and analytics, along with innovative solutions that incorporate machine learning (ML) algorithms and artificial intelligence (AI), to facilitate industry-wide transformation, which ultimately reduces costs and facilitates global competition.

Integra's team of engineers and data scientists have developed a cloud-based platform called, Digital Hub™, which enables rapid development of data solutions that can scale on demand. The platform helps to create a repeatable process and code collateral that address real-world engineering challenges in operations, maintenance, health, and safety. Integra's team also recently developed solution accelerators, which, in addition to helping clients advance in the fields of AI and ML with minimum cost, improve pipeline integrity, well production, energy management, maintenance, and drilling operations. So far, Integra has completed 10 such projects and achieved a 100% customer

satisfaction rate. Babak credits much of their success to Integra's methodology of starting small and growing by business value; they identify the business objective, define a hypothesis backed by data science, collaborate with the client to fine tune the insights, and quickly deliver a data solution, leveraging their deep expertise in data analytics. Using these parameters, the team can successfully complete a project within a short period of time.

“Our focus on oil and gas, expertise with data, and our repeatable processes give us the ability to quickly deliver value and solve challenges with laser-precision,” Babak explains. In fact, he continues, “Integra was recently recognized for their innovative projects and accepted to the government-backed, *Research Assistant Program*.”

Babak is one of the few people in North America with a unique background in developing analytic organizations that deliver business solutions. After working in the industry for over 20 years and excelling in all of his roles, he takes pride in his ability to select smart people and innovative minds. This ultimately allows him to solve problems in a cost-effective manner, while still maintaining the highest quality service.

Prior to founding Integra, Babak developed the analytic organization at Suncor Energy, Canada's largest integrated oil and gas company. Earlier in his career, he led the analytic teams at top consulting firms such as Deloitte and IBM. Babak is always thinking outside the box, is focused on delivering value to his clients, and loves to innovate in every aspect of his work. He is looking forward the launch of his latest innovation (Digital Hub) later in 2020.

Sarah Seale

CEO – Seale and Garland Consulting
Managing Partner -Cannabis Global Consultants

Sarah Seale is the CEO of Seale and Garland Consulting and one of four managing partners of Cannabis Global Consultants, Inc., both based in Canada. As a business strategist with over 15 years of experience on the international market and five years of exclusive expertise in the cannabis sector, she assists businesses and international governments with navigating the unique challenges of the industry. During the course of her career, which started in the franchise sector, Sarah has worked with over 34 countries and uses that experience to provide cannabis companies with a broad range of solutions, including business strategies, HR, distribution, and organizational structuring. “Any area you can think of in the cannabis arena, or affiliated with it, I’m working with it,” she shares.

As an entrepreneur with exclusive focus on the cannabis sector, Sarah has launched three successful companies in the past five years and helped over 20 others grow within the cannabis industry. With a reputation as a trusted advisor, she holds a range of knowledge, skill, and insight that is uncommonly broad—and supremely effective. She serves clients across the cannabis universe, from licensed producers to distribution companies, growers, extractors and companies operating within the tech sector.

In 2019, Sarah, along with her partner, Harwant Garland, founded the Toronto-based, Seale and Garland Consulting, which serves small and large companies and many of the Canadian-licensed producers. She and her group of high-level HR consultants, each with extensive knowledge in the complex issues related to the cannabis industry, help their clients set themselves up for operational success. They assist with employee recruitment, business strategies, organizational structure, and setting up HR departments to accommodate the rapid growth and change seen in this industry. “We help our clients to strategically build their company with a human resources focus, both financially and responsibility. We work not only with startups, but also with well-established companies that need external support. We only take on a few clients at a time to ensure that we are executing for these companies at the highest levels” she explains. Seale & Garland Consultants has been listed as one of the *50 Innovative Companies to Watch in 2020* by the *Silicon Valley Review*.

Cannabis Global Consultants was founded in 2018 in Ontario. The company focuses on assisting international governments with their medical cannabis legalization initiatives and helping individuals launch new companies in the industry. As one of four managing partners, Sarah and her partners, David Hyde, security and regulatory expert, Shlomo Booklin, cultivation expert, and Lauren Booklin, EUGMP and compliance expert, assist in the development of strategies ranging from educational conferences to regulatory affairs and legislation to licensing, logistics, and distribution. “We’re working with a number of governments and stakeholders, including Barbados, where we just had the *2nd Annual Medical Cannabis Educational Conference*. Our goal is to bring our networks and resources to emerging markets so that they can set themselves up for success. It includes a de-stigmatization and educational forum that we hope to continue throughout new emerging market. For instance, Barbados is now legalizing their medical cannabis program,” she shares.



“

We help our clients to strategically build their company with a human resources focus, both financially and responsibility. We work not only with startups, but also with well-established companies that need external support. We only take on a few clients at a time to ensure that we are executing for these companies at the highest levels.

Sarah also sits on two strategic advisory boards; Vinzan International, working on developing their international market in Laos, Thailand, Cambodia, and Colombia, and XTRX Solutions, which is set up to be a world-class extraction and fulfillment facility in Canada.

Sarah’s passion for the cannabis field reaches beyond her work life and into pro bono work for the medical cannabis industry. Her team works with a number of small companies and are strong advocates for patients’ rights and setting up frameworks for the medical cannabis industry.

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Jenn Larry



With over 20 years of experience across relevant and regulated consumer sectors, a deep understanding of commercial, trade, and brand marketing, and a strong grasp of cannabis, as an active consumer packaged-good ingredient, Jenn and her organizations are invaluable partners for companies looking to catalyze their market positions, and build strong, smart sustainable cannabis businesses.

As president of CBD Strategy Group, a commercial marketing, brand development, and business strategy agency, Jenn helps domestic and global businesses thrive inside the box of cannabis regulation. She also leverages this leadership and expertise by serving as a member of the board for the National Institute of Cannabis Investors, and a mentor for Grow Tech Labs.

Back in 2016, at the time of Canada's public consultation regarding the potential of cannabis becoming federally legalized for "non medical use," Jenn was inspired to launch CBD Strategy Group, believing strongly that cannabis would be one of the most significant active ingredients in the future of consumer-packaged goods innovation. More specifically, Jenn recognized that there would be entrepreneurs and companies en masse needing support, while looking to capitalize on what has now become a new major sector in the Canadian economy.

In addition to the need for consulting support, Jenn saw a growing need for cannabis education and in 2019 launched the Cannabis Education Guild (CEG) with cannabis educator and social impact consultant, Kelly Beker. As a platform for global cannabis education and social good, the CEG offers a base foundation for cannabis industry knowledge. In January 2020, CEG launched its international education tour, which hosted medical cannabis conference sessions in Malaysia, Korea, and Thailand.

□ Believing in a conscious, strategy-first business approach, Jenn understands her clients' goals and has the knowledge and skills to get them there. □

Prior to CBD Strategy Group's inception in 2017, Jenn had already amassed two decades of experience working with b2b and b2c brands across industries with their own regulatory challenges and strategic nuances. During the course of her career, which started in the music business, Jenn developed an eye for operationalizing product categories with a holistic view of their value chains.

Holding senior roles in marketing management, strategic planning, and operations, Jenn has worked with companies such as: Sony Music, Universal Music, Sunrise Records, British American Tobacco, Sanofi Health, Essilor Optical, and Pharmascience. Her extensive experience enables her to develop strategies in markets and categories that are in a state of disruption and ban traditional marketing and branding.

Over the decade of time she spent in the music business, Jenn was instrumental in commercializing Reggaetón in Canada, launching a new genre across radio and retail. Additionally, she developed new business models to generate marketing budgets, highlighting her ability to think outside of the box and design a new way of working.

Moreover, Jenn has spent much of the past ten years working in a strategic capacity with a heavy focus on new technologies, digital marketing, and brand communications. Her ability to understand complex ideas and provide synthesized overviews of topics led her to represent organizations at senior leadership events covering biometrics, cryptocurrency, behavioral economics, and shopper marketing.

Now, with an exclusive focus on the cannabis sector, Jenn brings an extensive range of knowledge and insights, helping clients design competitive plans while avoiding unnecessary spending. Believing in a conscious, strategy-first business approach, Jenn understands her clients' goals and has the knowledge and skills to get them there.

Over the last four years, Jenn has spoken at over 40 Cannabis conferences in Canada, the U.K., Jamaica, the U.S., and Asia. She has also been interviewed and cited across multiple national and international publications, and continues to work with the media to help drive practical and valuable sector information.

"As we continue to see cannabis become a critical part of invigorating the socioeconomic landscape of current world markets, it is essential for businesses to focus on strategy, consumer needs, supply-chain requirements, and social good. The bottom line of cannabis is about understanding the plant, and how it will work in the future of consumer packaged goods."

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Jeenu Riat

President and CEO

Jeenu Riat is president and CEO of Stamped Engineering Corporation, a multidiscipline engineering firm located in Alberta that serves the residential, commercial, industrial, and oil and gas markets. Founded in 2017, this small but mighty company is quickly gaining recognition from clients as a business that delivers qualified and trustworthy expertise at a reasonable rate. “We create innovative solutions for clients to give them a competitive edge in our current market. By providing value, introducing automation, and coming up with unique solutions, we encourage our clients to flourish, which, in return, keeps jobs home in Canada. We’re proud to be able to support our clients, doing what we love and being successful at it,” she shares.

“ My background in aerospace engineering helps support our clients with exciting research and development projects based on innovation and collaboration in a variety of industries.

A professionally licensed engineer in Alberta, British Columbia and Saskatchewan, Jeenu is a champion of engineering entrepreneurs and brings a valuable cache of skills, experience and knowledge gained from an engineering career spanning over two decades to launch a company that helps people bring their ideas to life. Her experience in developing, planning, and implementing successful strategies has proved invaluable to both the success of the company and her clients. “I started this business after I saw the need for engineering professionals to take responsibility for their work. My background in aerospace engineering helps support our clients with exciting research and development projects based on innovation and collaboration in a variety of industries,” she explains. “Being an entrepreneur and founder of a multidisciplinary engineering business that serves a unique purpose, it really is all encompassing! Since we are a business with less than 20, I take a more hands-on approach.”

Stamped Engineering provides consulting services across the universe of engineering, from design and development to project management, from patent application and support to manufacturing and product development, including 2D and 3D drafting and modeling. Specific services include mechanical, process and extraction, electrical, instrumentation and controls, civil/structural, computational fluid dynamics, and stress and finite element analyses.

With a bachelor’s degree in aerospace engineering with a specialization in satellite and controls from Ryerson University in Toronto, Jeenu understands the challenges engineers often face in getting their ideas from paper to reality to the market. She designed



Stamped Engineering not only to help clients realize their dreams, but to protect them, with a core differentiator that recognizes this—and one that sets them apart from their counterparts. The company supports patent applications in all aspects of technical design and provides subject matter expert declarations to the U.S., EU, and Canadian patent offices.

“I am passionate about helping entrepreneurs follow their dreams. We do not take any ownership away from our clients,” Jeenu explains. “The vision is to encourage new ideas, support them, and take a back seat and watch them succeed. It is the most fulfilling part of our day, to get a call from an excited client saying they got their patent.”

Since launching Stamped Engineering, Jeenu has garnered the attention of both the engineering and business industries. She was published in *OGM Magazine* in 2017, recognized by The Worldwide Association of Female Professionals in 2018 and 2019, and was featured as the *Asian Star* in the *Asian Tribune* in July 2019, and featured in *EPC Lense* in December of 2019.

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Alex Labarces

President



Alex Labarces is president and co-founder of Quintix AI, a company focused on delivering artificial

intelligence (AI) and machine learning (ML) solutions that are powered by AWS (Amazon Web Services) to help companies automate and streamline operations, extract insights, predict outcomes, augment and enhance decision making, and increase their bottom line. He is responsible for developing the vision and creating the products, services, and solutions that Quintix AI delivers to the market. As a technology expert with over 15 years of experience, a degree in physics and computer science, and nanodegrees in artificial intelligence, Alex is also directly involved in the actual science and technical development of all products and solutions via the client and their internal teams.

Alex is responsible for developing the vision and creating the products, services, and solutions that **Quintix AI** delivers to the market.

“Artificial Intelligence is here to stay, and adoption is growing rapidly. Companies that postpone leveraging AI and integrating it into their workflows and culture will face serious challenges competing in the marketplace in 5 to 7 years’ time.”

Alex co-founded Quintix AI in 2019 in Montreal and the company focuses on four key areas: computer vision, natural language understanding, IOT (Internet of Things) solutions, and security.

Computer vision is an inter-disciplinary field related to a computer model’s ability to recognize objects found in images

or videos and gain a high-level understanding of their content. The goal of the AI/ML model is to recognize events of interest, proactively learn, and improve its performance over time.

Natural language understanding (NLU), or natural language processing (NLP), deals with the ability of a computer system to comprehend language. For example, if a machine learning (ML) model was trained to process a live conversation, it could transcribe it, translate it, extract meaning, and compile analytics allowing the people involved to focus on having the conversation and not note taking.

IOT solutions relates to small devices that can be embedded anywhere. “This can be a camera, sensors in your car or offices, even your fridge. Doesn’t matter where you embed them, the devices can be configured to communicate amongst themselves, and intelligent systems can then extract, receive, and process that data. Smart homes or smart public transportation services are examples of this technology at work,” he explains.

The company’s security efforts focus on leveraging computer vision models and predictive algorithms, to help monitor different areas of interest for its clients. These solutions can help companies automatically detect manufacturing issues, streamline quality control operations, and ensure that staff members are compliant with personal protective equipment (PPE) directives.

Prior to opening Quintix AI, Alex enjoyed a 15-year career in the tech and AI industry, which currently includes the role of Senior AI Practice Head (Canada) for the *AI Innovation Consortium*, an organization based in the U.S. that focuses on the development of AI solutions for the global marketplace. Alex is also a member of the Canadian Artificial Intelligence Association. His interest in technology began with his first computer program at just nine years old and he then went on to create his own websites. His love for computers and tech grew into a lifelong passion that led him to his bachelor’s degree from McGill University followed by a successful career in the space. His career began in the web services industry, where he focused on helping grow and develop companies through the use of websites, integrated systems, and achieving a high return on investment (ROI). From there, he delved into the AI space through client projects, which ultimately led to the launch of Quintix AI. He has been in the AI/ML space for the last six years.

In addition to his bachelor’s degree, Alex holds nanodegrees as an AI product manager and AI programming with Python from Udacity, a certificate in scaling ventures, business administration and management from Stanford University Graduate School of Business, and successfully completed his *Canadian Securities Course* from the Canadian Securities Institute.

“It’s all about clear and measurable business objectives. AI is science it isn’t magic, and it must help methodically solve a specific business challenge your company is facing. Too many initiatives fail because this simple fact is overlooked.”

Michael Misener is president and chief executive officer of RFA Bank of Canada, formerly Street Capital Bank of Canada. In addition to his valuable years of experience in the financial services industry, he holds a Bachelor of Commerce degree from the University of Toronto, a certified public accountant license in Ontario, and a mortgage broker license in Alberta, Ontario, and British Columbia. Although he is highly skilled and qualified to handle any financial situation, Michael's specialties are in single-family, residential, and commercial construction lending.

Headquartered in Toronto, Ontario, RFA Bank of Canada is known for taking a proactive approach with borrowers. Unlike larger banks, team members at RFA take the time to walk clients through the mortgage process because they understand that personalized service can make a difference in qualifying for loans, especially in the self-employed market and borrower profiles, which can be more challenging. Although the bank offers coast to coast lending, their core areas of operation are in Ontario, Alberta, and British Columbia. RFA does not lend outside of Canada.

Recently, RFA officially acquired Street Capital Bank of Canada, and as part of the acquisition, they will be coming together under the RFA brand with a fresh, new look. However, there will be no change to current mortgage agreements, and with RFA as the wholly owned participants of the bank, they will be able to move forward with their strategic plan for the next five years. All clients and broker partners can expect the same superior service they have always received.

As president and CEO, Michael's primary responsibility is developing and implementing the bank's three-to-five-year strategic plan, which includes key initiatives the team has implemented to address the different types of lending activities they want to offer in the marketplace. While the previous bank (Street Capital) focused on the single-family residential mortgage market, RFA specializes in residential and commercial construction lending. Bringing in these new focus areas will allow the bank to expand its client base and to obtain a well-established and institutional type of credit that was not always being sourced before the acquisition. They have also been successful in separating prime lending platform from alternative lending platform with its sister company RFA Mortgage Corporation.

Previously, Michael served as senior vice president of Investments and Credit at MCAP Commercial LP. Before becoming a part of their team, he was president and chief operating officer at Cameron Stephens Mortgage Capital. Prior to joining Cameron Stephens, Michael worked for over 10 years at MCAN Mortgage Corporation as vice president and chief investment officer.

In his free time, Michael enjoys spending time with his wife and their two daughters as well as giving back to others through charitable acts. He is currently on the board of directors for Safe Families Canada, a non-profit organization that collaborates between churches, volunteers, and Christian organizations to collect donations and provide short term care and provide necessary assistance for at-risk children and parents in need.

Michael Misener

President and CEO



Although he is highly skilled and qualified to handle any financial situation, Michael's specialties are in single-family, residential, and commercial construction lending.

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Brian Roth

With more than fifteen years of diverse experience in finance and operations management, strategic planning, sales and marketing, mergers and acquisitions, and capital raising, Brian Roth is one of the most valuable leaders in his industry. He has the proven ability to perform complex analyses, lead teams of experts, efficiently manage multifaceted projects, and increase profitability in both large and small business environments. Today, as the chief executive officer at Ergosun Integrated Solar Roof Tiles and as the owner of Emergent Strategies, he leverages his experience to create value within growing entrepreneurial business.

As CEO, Brian is responsible for leading all business operations at Ergosun and reporting to their board of directors. Ergosun's mission is to solarize common building materials, making it easier and more aesthetically pleasing for people to integrate distributed



rooftop solar into their homes, without resorting to unattractive solar panels. The Ergosun product is a polymer solar module that mounts seamlessly onto a standard concrete roof tile, for installation by roofers who already install concrete tiles every day. The combination of beautiful aesthetics and simple installation have enabled the business to experience international success over the last few years.

Brian joined Ergosun in 2017 as the chief financial officer when the product was first developed. Ergosun has since gotten the solar module certified for installation internationally and have begun commercialization. Most of the selling is done through global distributors, who are taught how to bond the modules onto concrete tiles in local markets and sell through to local builders and roofers for installation. Ergosun then works with their distribution partners to assist in brand building and customer acquisition within each of their own markets. Ergosun roofs are now installed on homes in seven countries around the globe with the number growing every day.

He has the proven ability to perform complex analyses, lead teams of experts, efficiently manage multifaceted projects, and increase profitability in both large and small business environments.

In addition to his work with Ergosun, Brian performs strategy and financial advisory work for small to medium businesses under the brand of his own consulting company, Emergent Strategies. In order to help clients reach their goals, Brian focuses on three service areas: Value maximization, CFO-for-hire consulting, and corporate triage. In the value maximization service area, Brian works with business owners to evaluate what levers of control they have within their business, then builds a model to best leverage their strengths and opportunities to put them on a path to success. Brian delivers a model and metrics his clients can work towards and measure against on an ongoing basis. As a CFO-for-hire, Brian explains that “a lot of businesses, especially, in their early stages, need the strength a traditional CFO brings, but not full time.” Therefore, providing a hired consultant is often a better solution. In the third service area, corporate triage, Brian provides assistance to entrepreneurs, who have often ignored some of the documentation and filings necessary for fund-raising and other efforts during their focus on developing and launching their new products or services.

Prior to Ergosun and Emergent Strategies, Brian earned both a mechanical engineering degree as well as a Master of Business Administration degree. In his first role after graduate school, he joined a small entrepreneurial business that hired him to investigate other uses for the technology within their portfolio. Over the course of eight years there, Brian spent time in both product management and strategic sales before taking over the finance and accounting portfolios as well. During his time there, he also became a chartered professional accountant (CPA) by attending night school. Brian and the rest of the senior management team negotiated a successful exit for their investors through a strategic sale of the business.

Subsequently, Brian joined a building science engineering consulting firm. By opening several new offices, organically growing their existing offices, and making acquisitions of competing firms, Brian worked with the senior principals to grow revenues more than 65% in just three years. Brian credits all of his diverse work experience with putting him on a successful path and for ultimately preparing him for his current roles at Ergosun Integrated Solar and at Emergent Strategies.

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Brian Jones

Vice President,
Portfolio Manager
& Investment
Advisor

As a wealth manager, he incorporates how the economy works with stocks and believes it's important to walk each client through everything to help them interpret and understand their investments.

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As a vice president, portfolio manager, and investment advisor with TD Wealth, Brian Jones has dedicated his entire 20-year career to helping people manage their wealth to achieve their goals and reach their dreams. As

a wealth manager, he incorporates how the economy works with stocks and believes it's important to walk each client through everything to help them interpret and understand their investments. He is an economist and an award-winning financial advisor committed to academics, a citizen dedicated to philanthropic causes who has raised over \$2 million for his local community, and an ambitious athlete whose prowess has taken him from professional sports to the top of Mt. Kilimanjaro. One might say Brian is the quintessential Renaissance man.

Brian is a fellow in the Canadian Securities Institute, a Certified International Wealth Manager, and a Canadian investment advisor whose skill and commitment to the field has garnered multiple awards, including *Advisor of the Year in Canada* by *Advisor Magazine* and being twice ranked as a *Top 7 Portfolio Manager of the Year in Canada* by *Wealth Professional Magazine*. He draws from his vast knowledge across the universe of finance and economics to deliver solid results for his clients. In addition to the insight gained over his two decades of experience in the field, he harnesses his knowledge from a cache of degrees and certifications. He holds a

bachelor's degree from UNB in economics and military history, and he is a graduate of the SIFMA program at Wharton School of Business, Negotiation Essentials at Notre Dame Mendoza College of Business, Advanced Risk and Investment Management at Yale School of Management and a graduate of Authentic Leadership Development at Harvard Business School.

Committed to community, Brian uses his success to contribute to the betterment of people's lives, taking much of the profits he makes and putting it back into the community. However, he not only commits money to causes, he gets involved hands-on to learn about the charities he supports, which include kids at risk, autism, The Hospital Foundation, and mental awareness and homelessness. To generate awareness to the plight of the homeless population, Brian spent a week homeless in his hometown. For other charities, he and a friend walked the length of New Brunswick for Liberty Lane, a second-stage housing program for women at risk and spent a week on the top of a transport for local food banks.

A lifelong athlete, Brian is a former professional rugby player and the first person in New Brunswick to ski to both the North and South Poles, and he uses his skill to help community causes. In support of charities, he has climbed Mt. Kilimanjaro and Mt. Vinson, Antarctica, and has run Ultra marathons in The Sahara, Gobi, Atacama, and Wadi Rum deserts. "When I go to the Poles and these deserts, it's a large learning experience; a lot of grit and dedication goes into it. I get out to go share this with the kids I work with. I also take into consideration everything going, on such as racial issues and COVID," he shares.

DRILLFORM



Todd McCorrison



With 20 years in the oil fields and deep-seated roots in agriculture, Todd McCorrison has spent a lifetime in two challenging industries often at the mercy of the unpredictable, cultivating a knack for designing novel solutions for rapidly changing environments. As president and CEO of Drillform Technical Services Ltd., a

specialty equipment designer and manufacturer of innovative drilling equipment, he leads a group of like-minded experts in their pursuit to help energy producers increase efficiency, lower drilling costs, and create a safer drilling environment. Having all spent time in the oil field, Todd and his team have not only seen firsthand the problems plaguing the industry, they understand the importance of solving them—and most importantly, how to solve them with better designs and better technology. Its suite of automated drilling solutions is built for seamless integration, fully capable of plug-and-play integration with the automated drilling systems of the future.

Todd co-founded Drillform in Calgary as a privately held company in 2010. The founders were eager to start this new venture to fix the problems with the old equipment they worked with in prior roles in the industry. “With the dramatic increase in the level of automation on rigs, we recognized the need to upgrade existing fleets and outfit new rigs with drilling equipment that would improve efficiency and safety on the rig floor.” For the past 10 years, Drillform has worked on doing just this, focusing on designing key elements to improve drilling rig performance, specifically equipment that torques and handles the drill pipe. With locations in Odessa, Texas; Calgary, Alberta, Canada; and Abu Dhabi, UAE, Todd’s niche company is filling the gap in an industry that has changed dramatically. “As the industry has shifted to longer horizontal well profiles, companies have spent a lot to find out what’s going on at the end of the drill bit that is miles underground. We saw a niche in the market where little investment was being made in the equipment above ground,” he explains. With the strength of its people, and its track record and experience in designing, manufacturing, and commercializing automated drilling equipment, the company is helping its customers harness automation on the rig floor to adapt to the challenges of a rapidly changing environment.

“ I am proud of what we have accomplished at Drillform. Our solutions will change the future of automated drilling around the globe. It has been one of the toughest roads I’ve traveled, but it’s very rewarding to be where we are today.

Amidst what has been an incredibly challenging few years for the industry, particularly in Canada, Todd’s fundamental values that have driven Drillform’s success remain the same as he looks toward the future. “Building strong relationships with the team and stakeholders is key. The best ideas and decisions come from listening and collaboration. Show up early and stay late, but take time away with your family and friends so you can come back and tackle new problems,” he explains. “I am proud of what we have accomplished at Drillform. Our solutions will change the future of automated drilling around the globe. It has been one of the toughest roads I’ve traveled, but it’s very rewarding to be where we are today.”

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Atin Gupta

Co-founder & Chief Executive Officer

“

We focus on serving our clients, and we fundamentally believe in a more human approach, as we truly wish to live the philosophy of being in a people business, not an accounting or a tech business. The team's ultimate mission at Countable is to build and maintain a client- and people-centric culture.

With more than 20 years of accounting and audit expertise, Atin Gupta holds an in-depth understanding of technology-based markets as well as the obstacles faced by most professionals in the finance industry. As a result, his search for wanting more out of life led him to start his own initiative and now living his passion being the co-founder and chief executive officer of Countable Inc., an end-to-end platform built to assist accounting firms in managing their workflow, engagement, communications, and daily processes.

A native of India, Atin first became a certified public accountant (CPA) through the Institute of Chartered Accountants of India. He then went on to become a certified general accountant (CGA) and a CPA in both Canada and the United States. In 2006, he relocated to Canada and accepted a position as a Regional Audit Manager with MNP, a leading national accounting, tax, and business consulting firm. He remained in that role for five years, until 2011, when he became a partner in a private equity practice at just 31 years old. From there, Atin grew into the position of regional leader for Technology Media Telecom (TMT) which was just starting up at the firm and looking to someone to lead the practice. Having always been passionate about technology, he led the TMT group helped to grow to become the one of the largest niches outside of the Big Four.

Although he had been happy at the practice professionally and loved the people with whom he worked, Atin realized that he was not living the life he wanted. Consequently, he began to consider what he was passionate about and how he could apply that passion to help others. As a result, he decided to stay within the industry and co-founded Countable Inc. with his co-founder Jesse Capon who has a unique set of technology and creativity experience that complements the subject matter knowledge that Atin holds. Countable is an online platform that specializes in software products for accounting firms. With “adapt, improve, grow” as the company's core values, their goal is to help people within the industry save time while continuing to increase profitability. “We will continue to challenge the “status quo” and do all that we can to keep improving. We are focused on our why we exist, more than what and how we make products - Atin explains.

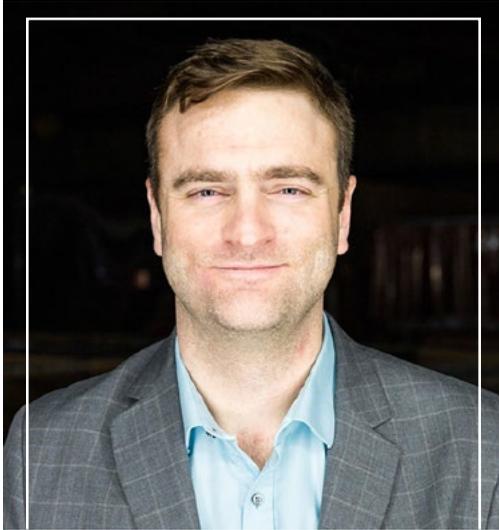


Guided by the motto, “Be the change you want to see,” Atin places the greatest importance on the culture at Countable. They are bringing an uncommon, conscious mindset: Instead of focusing on profits which is always the outcome anyway, their goal is to solve problems, focus on why we are doing what we are doing, who we are doing it with, how we are doing it and if people are truly benefiting from it and keep repeating it consistently without failure. In support of this mission, Countable team members are trained to push knowledge and growth in place of sales pitches. We don't want to hire salespeople. Our goal is to provide the best client experience that is possible and then push for growth. We strive for people to be motivated by showing unconditional care and empathy towards our customers problems and do our best to solve them. “We focus on serving our clients, and we fundamentally believe in a more human approach, as we truly wish to live the philosophy of being in a people business, not an accounting or a tech business,” says Atin. The team's ultimate mission at Countable is to build and maintain a client- and people-centric culture.



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John Clarke

As a civil engineer with over two decades of experience in residential, commercial, and industrial commercial construction, John Clarke is not a self-described environmentalist or a tree-hugger, but a citizen who believes that everyone has a role in environmental stewardship. When he co-founded Niche Development Corp., he didn't set out to help save the planet or change society. Yet as president of the only development firm in North America that can build zero-emission multifamily buildings, he is doing just that with a company comprised of its own engineering, construction, and development groups all working toward the goal of environmental sustainability. As the leaders in energy efficiency across the continent, they are the designers behind the first zero-emission building—an eight-story affordable housing project heated and cooled geothermally and outfitted with solar rays on the roof and walls, using zero gas. “Trying to convince people to change the way they do things is really hard. When we first started, no one believed us. Now that we're showing people how it's done, people believe us, and we can help invoke change in society and change the planet,” John explains.

John founded Edmonton-based Niche Development Corp. with partner Peter Purewal in 2015 as a company inspired by sustainability, durability, and zero-energy innovation. With a focus on green energy and the ability to construct a multifamily building with almost entirely renewable energy, they established a brand-new niche in the construction industry. “We named ourselves Niche because we

knew we had a niche market for people. There's no one else in the business who builds or produces the buildings that we do, and within the time frame we do. A 69-unit building took us 14 months, and it has the first zero-emission HVAC system. We used geothermal heating and cooling with no gas whatsoever.”

Niche is certainly a different kind of development company. As leaders in tech, and with in-house engineering, they both design their innovative buildings and build them. With these advantages, people get high quality with a low cost, and with construction of almost entirely renewable energy, they get a very comfortable living environment with cleaner, fresher air, and excellent insulation that provides a consistent temperature. “People can't hear their neighbors, which is huge. You cannot hear the person above. EVER! Not even dropping a hammer on the floor would do it,” John explains. Niche also places tremendous importance on safety, using only pretested concrete and structural steel, unlike most developers who use wood, which can pose a danger to residents. “A lot of people here build with wood, but it burns, rots, and molds, and shouldn't be used in houses. That is not our model. We like to make sure people know that when they build with us, they're safe and can sleep well at night.”



Niche also places tremendous importance on safety, using only pretested concrete and structural steel, unlike most developers who use wood, which can pose a danger to residents.

John reflects on the early days of his trailblazing development company, and where they are now—as a firm who is changing the face of North America's construction industry. “To build, you need engineers, and that was the largest hill we had to climb. We had to have our engineers design our buildings in a way no one else has ever done. Now we're changing the planet and, essentially, society by convincing an industry they've been doing it wrong and showing them how to change the way things are done. We do it because it helps people and our planet, and it just makes good buildings.”

John is a proud NAIT graduate with a civil engineering technology diploma, which he has used extensively in his career. In addition to the charitable work on behalf of the company, he also extensively supports the ALS society.

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Daniel McIntyre

Vice President

In his role as vice president and partner at 3GA Marine LTD (3GA), Daniel McIntyre challenges the tried and true methods of the Canadian marine ship building industry and offers technological advancements to bring a new era of creativity. Daniel encourages ideas and collaboration from both his customer's and his team members to bring the project vision to reality while improving safety, delivering products faster, and economically and ultimately having fun while doing it.

Most recently, Daniel applied the 3D laser scanning concept to the marine marketplace and developed a service that enables ship owners to refit their vessels faster, cheaper and with less risk. After a few short years, this innovative method has fast become standard for refit engineering in Western Canada, with competing companies following suit. "The scanner is basically a camera that shoots lasers to record the exact position of any physical object or space. The spatial data is often referred to as a point cloud. 3GA uses this point cloud to develop refit engineering deliverables capable of an accuracy to production acceptable levels of 1mm. This powerful tool allows ship owners, shipyards and naval architects to pre-plan, pre-engineer, and pre-fabricate any retrofit project to unparalleled levels of efficiency and risk reduction." Daniel explains.

3D scanning wasn't enough for Daniel's thirst for innovation. Along with his engineering team, they took the process one step further by adding a virtual reality component. This technology creates a new kind of engineering environment possible all but from a desk, it feels like you're standing inside the ship and have access to all and any spatial information at a whim. This unprecedented level of awareness is the key to eliminating almost all errors in vessel refit design because perception is everything.

Daniel is always looking to the future and for ways that advancing technology can be integrated into the marine industry to solve problems and better service his customers. His current focus is developing a new 3GA drone surveying service to bring to the market. The drone will be used to supplement, and eventually replace, the need for surveyors to enter hazardous spaces for inspection work. Daniel explains "Safety is of the utmost importance, but it is also expensive. To eliminate this safety concern and its cost, we just need to eliminate the risk, let's send in a drone to inspect instead." Once the service is approved and running, Daniel expects to see a significant improvement in workplace safety numbers and cost savings for his customers. A win-win for everyone.

Another important way Daniel brings value to his team and his customer's is his focus on aligning people's aptitudes and interests with roles they enjoy doing. This brings a high level of creativity, results, and employee satisfaction and fulfillment. Working with his two business partner's, David Stocks and David Mietla, and 25 employees, Daniel's design firm works on a



Daniel encourages ideas and collaboration from both his customer's and his team members to bring the project vision to reality while improving safety, delivering products faster, and economically...

variety of vessels from ferries, patrol boats, workboats, and tugs to barges. The team strives to align product, price, and process with each customer's individual need for quality, budget, and on-track schedules. As an international partner of Marine Professionals, 3GA provides services in engineering, project support, laser scanning and consulting to shipyards, ferry fleet owners, and tug and barge operators. They not only service the entire market in Canada, but they are also moving into the United States and other international markets.



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Sue Ozdemir

Chief Executive Officer

Sue Ozdemir is one of Canada's proven leaders in the innovation and manufacturing of electric motors. She has worked across North America, Asia, and Europe in key executive roles, advancing the innovation and commercialization of electric motor technology in numerous sectors.

After almost a decade at General Electric, where she became chief commercial officer and then CEO of GE's Small Industrial Motors Division, she decided in the autumn of 2019 to take on a new challenge: CEO of Exro Technologies. That Canadian company was developing what she calls "a brain" for electric motors, to dramatically improve their performance, particularly in the mobility sector with respect to electric and non-electric cars, heavy equipment, and last-mile transportation vehicles such as motorcycles, e-bicycles, and e-scooters.

"When I learned about Exro's breakthrough technology, and then saw it in action, I knew I had to take on the role as CEO

“ I’m a company builder and innovator at heart. ”

of Exro,” said Ozdemir. “Exro’s technology is now proven and I believe we will have global impact. Not just in making electric motors and powertrains much more efficient for businesses, but also in contributing to our planet’s environment by making sure we get the most out of the energy we put into the electric motors that are essential to so many parts of our daily lives.”

Sue returned to Calgary in 2019, to take up her new role as Exro’s CEO. She has since put together a team to advance Exro’s innovation and commercialization program. Working out of the new Exro Innovation Center in Calgary, where ongoing R&D in power electronics, motors, generators and batteries are the focus, she has made it Exro’s mission to help the world use minimum energy to get maximum results from electric motors. Investor interest is growing in the company and the Exro team have now completed more than a half-dozen partnerships with mobility companies to commercialize Exro’s technology.

“A company — and a CEO — can only succeed with a team of talented people behind them,” she says. “Building that team, and constantly adding to it in a disciplined way, has been my priority at Exro. That’s the secret to success when you are bringing a new innovation to market.”

Building rapid commercialization strategies isn’t new to Sue. After building up GE’s Small Industrial Motors Division in global markets, that GE division drew international interest. That’s why GE asked her to be part of the executive team to sell its Small Industrial Motors Division to China’s largest motor manufacturer, Wolong Electric. That goal was achieved in 2018, after which Sue was asked to stay on by Wolong as CEO of the newly formed GE Industrial Motors Division. But after a year in that role, the possibilities of Exro’s technology, and the chance to commercialize another new technology, was a challenge she couldn’t resist.

“I’m a company builder and innovator at heart,” said Ozdemir. “Even as a kid in Milton, Ontario, I would work in my family’s motor shop fixing motors and learning about running the business from my parents. Motors are part of my DNA. That’s why the opportunity to join Exro and build a team that takes this Canadian-made technology to the global marketplace, to help make the world’s electric motors more sustainable, to make an impact on building a more sustainable future, was a challenge I had to embrace.”



The Power Within

SID ZERBO

Boasting a strong entrepreneurship background, Sid Zerbo holds over 30 years of professional experience in engineering, project management, and business development throughout Canada and the United States. As a native of Africa, he also holds extensive global experience as well as strong ethical values. Sid has always believed in having a dream and working hard to make it come true. Today, as owner of Royal Systems in Montreal, Quebec, Sid dedicates himself to the electrical integration of hydro-electric, automation of industrial processes, and other clean energy proposals and projects. He also strives to maintain a high level of professionalism and competency within every role he undertakes.

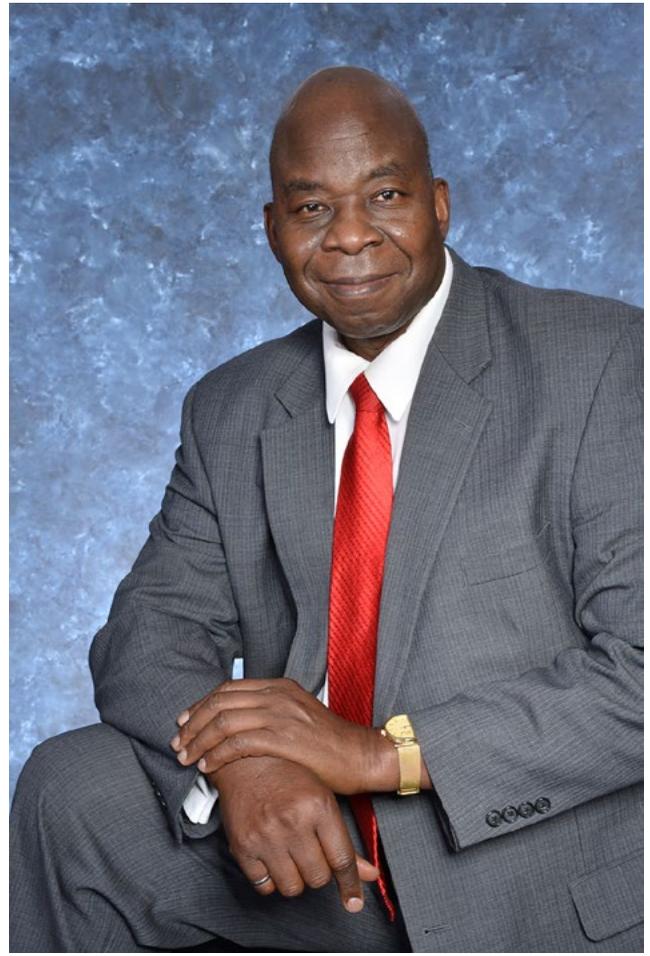
Royal System is a computer science company specializing in information technology, electronics, security, and energy. Royal System team offers a range of innovative products for both companies and individuals to facilitate the management and development of their businesses.

In addition to his role as owner of Royal Systems, Sid has made significant contributions to other companies. For instance, he worked as a project manager at ABB, a leading global technology company, for almost 10 years before accepting a position as a national sales manager for American Superconductor, which provides wind turbine electronic controls and systems, designs and engineering services that reduce the cost of wind energy.

As owner of Royal Systems in Montreal, Quebec, Sid dedicates himself to the electrical integration of hydro-electric, automation of industrial processes, and other clean energy proposals and projects.

Not only has Sid made a difference by working within the engineering industry itself, but he has also been involved in a number of professional organizations. He has served as vice president for the Order of Engineers Quebec, the main organization in charge of the competency of over 63,000 engineers. Sid has also acted as president of Quebec's most important chapter: The Montreal Chapter of Engineers. After that, he was elected as a board member for Engineer Canada, which is at the national level. Most recently, Sid became president of the board for the Festival International Nuits d'Afrique, the largest world music festival in North America.

While serving on the boards of organizations has provided Sid with an opportunity to learn and to contribute, he credits his ethical background for enabling him to successfully perform his duties as an engineer. "In addition to social involvement, it is essential to maintain trust, good ethics, and strong values," says Sid. Throughout his career, he has worked to adhere to the highest ethical standards for his clients, for the engineering industry, and for



himself. Sid believes that every true professional should be able to interact with other professionals in a positive way.

Sid is a proud alum of Polytechnique Montréal, the first engineering school in Canada. It was there that he earned a degree in electrical engineering with a specialization in automation and computer science. Sid also holds numerous honors and distinctions: He was awarded the highest distinction as an engineer by the Fellow Engineers of Canada (FEC) as well as a distinction for his involvement in The Order of Engineers in Quebec.

In 2019, Sid was also presented the Order of Merit by the ambassador of Burkina Faso in West Africa, the region from which he hails.



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Casey Binkley

Casey Binkley is the founder of Movia, a unique Toronto-based, out-of-home advertising and media provider that combines data analytics with traditional OOH advertising. This makes Movia the only mobile billboard advertiser with unique GPS tracking and impression analytics technology.

He is a lifelong serial entrepreneur with a string of successful ventures, a former member of AngelPad, a seed-stage accelerator program that has launched more than 150 companies and has served as a Canadian entrepreneur delegate for the G20 in Argentina. With a head for business, the creative mind of a marketing authority, and the analytical skills of a tech expert, Casey leads this tech-driven company in its drive to increase the brand awareness of its clients with targeted truck-side advertising. “Before advertising, we were a full-blown tech company, and still are. Unlike traditional truck-side ads companies, our moving billboards use beacon technology for analytics measurement, and to serve retargeting ads back onto mobile devices that come in contact with the mobile billboard campaign—doubling their visibility and ad recall,” he explains.

MOVIA

Casey Binkley, Owner
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Casey founded Movia in 2016, bringing to bear a cache of diverse knowledge, experience, and skills gained throughout an entrepreneurial career that spanned the recycling, manufacturing and distribution, special events, and gold mining spaces. Still, with an impressive history of success, he is a humble leader with a hardworking, personable nature and an unwavering work ethic. “I don’t feel like you are a top performer by delivering only on what you promised, but rather by over-delivering. I’m focused on building a profitable business and shooting for the stars at the same time,” he shares.

The idea for Movia was born in 2015, when Casey noticed that trucks had no advertising on them—they were blank mobile billboards that begged to be used for creative advertising. As he explains, “I thought this is an underutilized asset for truckers and advertisers.” He knew that companies were demanding more outdoor brand exposure while the supply of traditional billboards was shrinking, and he recognized that there was a critical need for data analytics to help marketers target their ads and expand their reach. He launched the data-driven, mobile billboard company a year later with an innovative truck-side advertising approach that would change the face of outdoor marketing. “Mobile billboards are viewed by 95 percent of people that go by them and are read by 85 percent of them—almost twice the attention that static billboards receive,” he shares.

Movia partners with trucking companies to provide premium outdoor advertising space on the sides and backs of delivery trucks and semi-trailers, and uses a proprietary tracking device that provides real-time analytics on



I don’t feel like you are a top performer by delivering only on what you promised, but rather by over-delivering. I’m focused on building a profitable business and shooting for the stars at the same time.

impression data, location data, and frequency reports through Wi-Fi scanning of mobile devices. “When people leave the Wi-Fi on their cell phones, as the truck rides around, it picks it up. We measure those impressions, and working with mobile device retargeting companies, we can send messages back onto phones that come in contact with those trucks. And it’s driving huge results. For example, a recent execution for Mody, a US online interior design service, produced a 14% lift in online conversions.

Movia’s fleet currently delivers over 2.7 billion impressions per month for its clients across North America and into Europe. Still, Casey’s entrepreneurial spirit continues to drive his team of marketing, advertising, and tech experts on their mission to innovate new ways to help companies gain an extra edge over their competitors through data-driven mobile advertising—and Movia’s clients continue to reap the rewards.

**Where High Impact
Mobile Billboards
Meet Technology**

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MOVIA

James Hobson



Our work inspires hundreds of thousands of youth around the world into STEM fields, as we show how cool it is to be an engineer.



As founder and CEO of Hacksmith Entertainment Ltd., James Hobson runs one of the largest tech-based *YouTube* channels in the world called, *The Hacksmith*. In their *Make It Real* video series, they turn fictional ideas from movies, comics, and video games into real working prototypes as a way to inspire youth around the world into science, technology, engineering and math (STEM) fields. *Make It Real* began as a glimmer of an idea, inspired by a pair of metal Wolverine claws he built for a Halloween costume in 2009, and is now a company on fire, with over 9 million subscribers enthusiastically fanning its flames. For James, this is an engineer's dream come true. "Our work inspires hundreds of thousands of youth around the world into STEM fields, as we show how cool it is to be an engineer."

Based in his hometown of Kitchener, Ontario, aka, the Creative Capital of Canada, James founded the company in 2016, when he quit his full-time job as an engineer to pursue *YouTube* full-time. Today, the company has a 13,000sf facility with over a dozen full-time employees, receives millions of *YouTube* views daily, offers an international internship program, and works with *Fortune 500* companies to create unique, one-of-a-kind advertising opportunities. However, before launching his brainchild, James' career was similar to most engineers; as an employee for someone else's company. He joined Athena Automation in 2012 as a mechanical designer after graduating with a Bachelor of Mechanical Systems Engineering from Conestoga College. In 2014, he moved to Christie Digital Systems, where for over a year he designed and tested digital projectors as a product developer. During most of this time, he juggled his full-time job with a part-time job as a writer for *Hack a Day*, all while making *YouTube* videos on the side.

That all changed in 2014, with an idea that would ignite the *YouTube* torch and capture the attention of the masses. Armed with a single-car garage full of tools, the creative mind of an inventor, and an entrepreneurial spirit, James built an exoskeleton similar to the one worn by Matt Damon in the movie *Elysium* (2013). The video series grew his *YouTube* subscribers to 70,000 and gave James the confidence to quit his job the following year to pursue *YouTube* full-time. His long-time friend, Ian Hillier, joined him as a business partner that summer and they released their first "truly-viral" video about an electromagnetic Captain America shield that could be recalled to the user's arm from short distances. The video coincided with the release of a blockbuster Marvel movie, resulting in mega-viral views online and the channel grew from 100,000 to 500,000 subscribers in less than a month! Since then, the channel has produced hundreds of *Make It Real* episodes and the business has enjoyed near exponential growth, doubling year after year in almost every metric, from views, subscribers, revenues, and even employees.

James attributes the growth to treating the platform as both a *YouTube* channel and a business from the start. "With the internet, you can have your 15 minutes of fame, but if you don't have an entrepreneurial mindset and treat it like a business, the opportunity can vanish," he explains. "We're different from most other *YouTube* channels in that we knew that reinvesting everything back into the channel was a key to success. Because we treat it like a business, we succeed where others may not." While the prototypes that James and his team create are usually not commercially viable to produce at scale, he believes in the value of bringing all ideas to life. "We believe that all ideas are worth prototyping for the sake of innovation and pushing the envelope -- inspiring millions around the world on the way."



James Hobson, Founder and CEO
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Janice Quigg

Counsel



As counsel for the Dependable Group of Companies, she combines her passion for all things business and law to

handle all legal matters and assist with company policies, corporate training in risk management and leadership skills, and the implementation of her own leadership training model called LEAD.

Janice Quigg is a construction lawyer with 20 years of experience, a corporate trainer, a Harvard-educated mediator and coach, and a TEDx speaker who has been featured on TV, radio, and in the *Wall Street Journal*. She is also an award-winning author whose work has garnered two *Editor's Choice Awards* for her chapters in *The Soul of Success* by Jack Canfield, author of the *Chicken Soup for the Soul* series, and in *Professional Performance 360 Special Edition: Success*, featuring co-author Richard Branson. As counsel for the Dependable Group of Companies, she combines her passion for all things business and law to handle all legal matters and assist with company policies, corporate training in risk management and leadership skills, and the implementation of her own leadership training model called LEAD. "I'm doing everything I'm passionate about, so it is a dream position for me," she says.

Janice joined the Dependable Group of Companies as counsel just under a year ago, when it was called Dependable Mechanical Systems Inc., a company that focused on providing mechanical services. Since that time, the company has expanded into four branches—Dependable Mechanical Systems Inc.; Dependable Electrical Services Inc.; Dependable Service Solutions Inc.; and 4R HVAC Inc. Janice was brought on initially to handle the company's litigation, but after the firm's President witnessed her varied skill set in leadership, writing, corporate training, and conflict resolution, her responsibilities expanded to include corporate, team-building, and leadership training based upon her own LEAD model. The acronym—and her model—encompasses all the important tenants required for strong leadership in the company: Lead with heart, Excel at conflict resolution, Add value to your people, Develop trust.

A strong leader with expertise in corporate training and corporate culture, Janice teaches everyone within the company to be a leader and provides strategic guidance to create an environment that engages employees, reduces conflict, and allows both people and the company to flourish—and with a lifelong passion for the law, she knows the high price of conflict and the invaluable benefits of resolution. At just 12 years old, Janice knew she wanted to be a lawyer. Since being called to the Ontario Bar in 1995, she has dedicated nearly her entire legal career exclusively to construction law as a lawyer, a teacher, a trainer—and as the first female chair of the Ontario Bar Association Construction Section, for whom she also conducted teaching and training and presented at conferences.

Janice also taught at the Law Society of Upper Canada (now called the Law Society of Ontario) and served as a part-time professor at George Brown College teaching a construction law course. She has shared her insights on the construction industry through a *TEDx* talk focused on the construction industry and how it creates positive ripples in the economy. Janice obtained her LL.B. in 1993. She holds a bachelor's degree from the University of Toronto, where she graduated with honors, and received her coaching and mediation training at Harvard in 2015 and 2016. She is a member of the Women's Speakers Association and a trustee of the OBA Foundation.

Sue Perron, CEO

Described by her peers as an articulate business consultant, Sue Perron possesses a talent for empowering teams to perform top-quality work. In her role as chief executive officer at the Intersol Group, Ltd., a privately held facilitation and training company, she is responsible for planning, executing and managing all aspects of Intersol's operations. The company's goal is to provide professional facilitation and training services to organizations, businesses, teams and individuals.

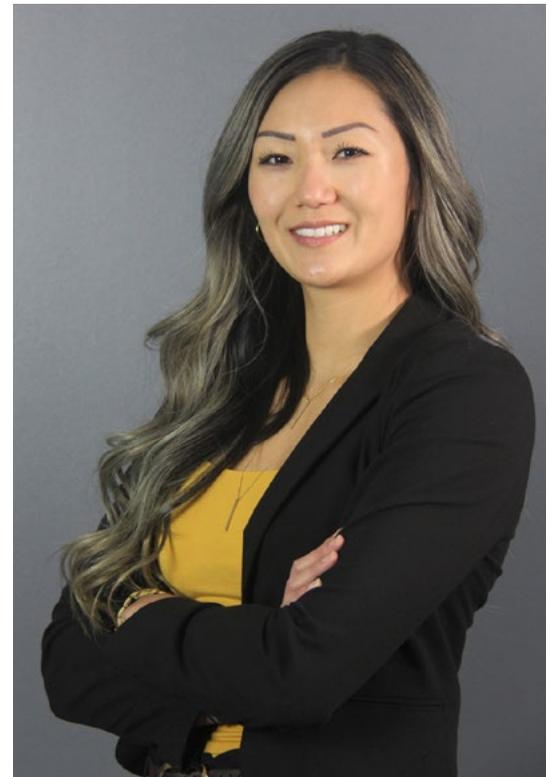
Based out of Ottawa, Ontario, Intersol Group's vision is to make professional facilitation skills, services, tools and techniques accessible to all Canadians. They help companies hold important meetings and conferences while professionally managing group dynamics and stakeholder interests. When it comes to facilitation, there are a series of tools and strategic processes required to successfully achieve the objectives of a discussion, the outcomes of a meeting or the deliverables of a project. Simply put, Intersol specializes in applying those tools and processes. Intersol offers training to their clients on how to incorporate these processes into their plans to increase success.

The Intersol team is comprised of professional facilitators who are certified by the International Association of Facilitators. Together, they strive to help everyone from business owners, government agencies, and individuals, to achieve maximum stakeholder engagement and efficiency when working on a project. For example, when departments or teams are required to merge, they may be expected to carry out new initiatives quickly despite most of the employees having never worked together. There will often be a group of people with diverse perspectives forced to work together on a task. Intersol strategically works with them to enhance collaboration and engagement in order to achieve their strategies and missions without wasting time or money.

Intersol has been in business for over 30 years and, according to Sue, is considered a local success story. However, all her predecessors have been males with more seasoned business backgrounds while women remain underrepresented in the consulting world. In recent years, management faced the decision of whether to carry the business forward and if so, how? They decided that the legacy should live on for a new generation, and as a result, there was a change in leadership. Sue, a younger female with a background in healthcare, became the company's new CEO and has received substantial support from the organization. "People usually go with what they know, the company is very grass roots but the change was so well received that I have been given a great deal of encouragement on its rejuvenation," says Sue, who's prior work experience equipped her to bring in the soft skills that the business world is sometimes lacking.

Since becoming CEO, Sue has been rebuilding the business and expanding its' horizons. Her focus is on assuring the company and office operations run smoothly and efficiently to maximize organizational growth and sustainability. More recently, Sue has been a driving force behind Intersol's transformation, bringing more diversity, stronger company values and workplace flexibility to the table. Not to mention leading the company through this transformation in the middle of a pandemic.

Intersol has since moved away from its original and standard consulting model. Consequently, they needed to re-visit an employee model which, according to Sue, was important from both a human and a business aspect. "We didn't want consultants revolving," she explains, "We wanted them evolving, that is



The company's goal is to provide professional facilitation and training services to organizations, businesses, teams and individuals.

offering employee development and the ability to focus on grooming people and teaching them all the right skills that will make them great at what they do."

Today, Sue holds numerous responsibilities and believes in taking a hands-on approach in every role she fulfills. In order to be personally involved in the action, she speaks to her team on a regular basis. Sue believes it is essential to maintain proper communication in order look after her team's well-being as well as their personal growth. Dedicated to building an empowering internal culture, she strives to ensure employees experience continuous professional development while also effectively creating an impact by keeping engagement optimized and the company growing. In fact, Sue adheres to the adage: "Don't adapt to the room, influence it." As the leader of a professional facilitation firm, she knows it is her job to leverage the dynamic of the people in the room to create a positive and meaningful learning experience for all.



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Donna Purcell

President and Founder

With over 30 years of experience, Donna Purcell, Q.C. provides practical and timely legal representation for all types of civil disputes. Motivated by a desire to help and support others, she decided to become a civil litigator. Using her diverse skill set, Donna has successfully resolved disputes for numerous clients in varying situations and with various issues including catastrophic and serious personal injury and employment law matters as well as other civil litigation cases. Today as president and founder of Donna C. Purcell Professional Corporation, operating as Donna Purcell QC Law, her goal is to provide expedient and cost-effective solutions to clients, including via alternative dispute resolution processes through her hybrid bricks-and-mortar/virtual law firm.

After studying psychology at the University of Calgary, Donna went on to pursue her Juris Doctorate and began practicing law in 1988. She has had a remote practice for 20 years and a fully digital practice for the past 10. This has allowed her the freedom to travel, spend time with family, and pursue myriad volunteer community and legal profession initiatives. In fact, Donna designed a virtual litigation series early after the declaration of the global pandemic and continues to advocate for the future of digital legal services in the legal industry to share with other professionals how to maintain successful careers while still being able to enjoy

life outside of work, spend valuable time with family and contribute to the community.

Running a virtual office has not only allowed Donna to be efficient in her practice, but it has also allowed her to become a leader in her profession. She has served as president of the Alberta Civil Trial Lawyers Association and is on the Leader Development Committee for the Canadian Bar Association, Alberta Branch. Donna has also been a member of the Legal Archives Society of Alberta as well as with many other organizations and is involved with various groups to support access to justice issues during the Pandemic and beyond.

Donna Purcell's goal is to provide expedient and cost-effective solutions to clients, including via alternative dispute resolution processes through her hybrid bricks-and-mortar/virtual law firm.

In addition to her various leadership roles, Donna is frequently asked to present at seminars and arranges presentations for professionals including other members of the bar. Most recently, as noted, she led a group of lawyers in developing a webinar series on virtual litigation from the beginning stages of meeting the client to attending trial. The series also includes a component of virtual resiliency to deal with court suspensions due to Covid-19.

Whether she is in the bricks-and-mortar offices of Donna Purcell QC Law or elsewhere in the world, Donna's practices focus in two main areas. She primarily handles catastrophic and serious personal injury matters resulting from various civil law breaches including motor vehicle accidents, product liability and occupiers' liability. As well, she also regularly advises on employment law issues for both employers and employees, from human rights breaches, to termination, to injunctions. Trained in the mediation of disputes, Donna strives for alternative dispute resolution processes apart from the court system which has become too expensive, slow and complicated for most Canadians involved in civil disputes. Nevertheless, she is always prepared to litigate a case when necessary.

As a result of the exemplary client and community service she provides, Donna has received numerous honours and awards. These include the *Women in Law Leadership Award*, the *Central Alberta Pro Bono Prism Award*, and the *Gary J. Bigg Champion of Justice Award*.

DONNA PURCELL QC
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Kongming (Bill) Tong

Kongming brought together a passionate and persistent team skilled in data science, programming, biomedical engineering, and neuroscience ready to make this dream a reality.

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Kongming (Bill) Tong is the founder and CEO of BT Neuro-MedWare, a medtech startup specializing in enabling people paralyzed to regain lost organic movements without unnatural interventions. Kongming graduated with a Bachelor of Arts, First Class Honours (top three percent), and a Master of Arts (cumulative: A) from the University of Calgary.

BT Neuro-MedWare was launched at Silicon Valley-based Founder Institute, the largest pre-seed startup accelerators in the world. In Kongming's opinion: "Founders Institute is by far the most intense accelerator in the world. Every alumnus demonstrated extraordinary grit and passion to overcome the relentless hurdles, heartbreaks, and emotional roller coaster the program entails." Among the 485 applicants, 18 acceptances, and 7 graduates, Kongming is 1 of 2 advanced-track graduates, and made history as part of the first YYC Founder Institute cohort.

Kongming points to one example of how he and his team at BT Neuro-MedWare are working to change the lives of people paralyzed:

One vacation, one freakish, wave-riding accident left his advisor, a former surgeon, Richi Gill, paralyzed from the neck down. Wheelchairs and canes proved inadequate to restore his mobility or quality of life. Richi turned to the leading solution—an implant placed in his spine that applies electrical impulses to allow him to move again. However, his hopes were quickly dashed.

"He spent his life savings getting two implants, but still can't even grab a pop from the fridge," Kongming explains. "He needs human assistance to use the remote-controller that comes with the implant; press a button to indicate that he wants to stand, another to hold on to something, then press another button to indicate that he wants to walk."



According to Kongming, research demonstrates that mimicking how the brain normally stimulates the spine when walking enables walking and that stimulating different parts of the spine is associated with contracting different leg muscles. BT Neuro-MedWare is advancing this research by developing software using advanced-planning techniques and statistics to allow for (1) other activities like speed walking, jogging, running, jumping, and kicking; and (2) switching activities by thought instead of manually switching by using a remote controller or mobile app.

"The software is essentially a translator. It translates what the sensors are saying Richi wants to do and executes the necessary stimulus to perform the activity," Kongming says. For example, if neuro-nanobiosensors are used, the software would look at which parts of the brain where sensors are strategically placed are activated, the amount of neurotransmitters released, and the pattern of activation in real time to gain clues about which activity Richi is trying to perform, and then executes the necessary stimulus.

Kongming brought together a passionate and persistent team skilled in data science, programming, biomedical engineering, and neuroscience ready to make this dream a reality.



YURI RUNOFF

As the president and chief executive officer of Runoff Capital Management Inc., Yuri currently invests in various companies related to information technology (IT), pharma, life science, and real estate.

A highly esteemed private equity professional, Yuri Runoff has garnered years of experience in corporate development, product management, mergers and acquisitions, product marketing, valuations, and due diligence. He is also an active angel investor who has been involved in the market research of potential portfolio companies such as the successfully exited Blue Bat Games and Shelfie (BitLit Media). As the president and chief executive officer of Runoff Capital Management Inc., Yuri currently invests in various companies related to information technology (IT), pharma, life science, and real estate.

Headquartered in Ottawa, Ontario, Runoff Capital Management is a management company of Runoff Capital Group, a private equity investment firm that provides clients with an opportunity to invest in a diversified portfolio of global IT holdings. The company first opened in April 2018, and a few months later, in 2019, Yuri started Runoff Capital Fund I LP, an investment fund with a focus on sustainability solutions and IT such as artificial intelligence (AI) and Internet of Things (IoT).

As the company's CEO, Yuri makes all the top-level decisions and frequently serves as an advisor and mentor to team members as well as fellow investors. Another of his primary responsibilities is to watch the markets in order to know when and how to re-focus the fund's portfolio. For example, due to recent sector trends and rapidly changing industries, Yuri is currently working on re-focusing the fund's portfolio companies to sustainability and climate change with IT solutions in the areas of IoT and AI.

Prior to starting Runoff Capital Management, Yuri co-founded several other companies in Vancouver. In the beginning, he and his wife, Natalie, became co-founders in 2003, when they opened their first business in Canada. Next, in 2004, RC Security Technologies International was incorporated. The company originally focused on the development and export of

software and hardware for the surveillance industry. However, later, Yuri began to invest in private equity, and as a result, RC Security now holds a diversified portfolio of first-class IT companies and real estate properties worldwide. Seven years later, in 2011, Yuri and Natalie co-founded their next company, Maat Administration Inc., a business consulting company specializing in strategy development and operational efficiency improvement.

Yuri holds a master's degree in radiophysics and electronics from Belarussian State University and an Advanced Certificate in Business Strategy from IPM Business School in Belarus. In 2010, he patented his method of data transmitting for centralized security systems. Yuri is currently pursuing an Executive Certificate in Management and Leadership with a focus in AI and IoT from the Massachusetts Institute of Technology.

Although he has obtained numerous accomplishments, Yuri is most proud of his family. "I want to say thank you to my wife Natalie for being my partner before our first son was born and for having my back since then," says Yuri. He enjoys spending his free time at home with Natalie and their three children, at the gym, or at the shooting range.

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Rick Couronne & Larisa Wells

As the vice presidents of Cape Cove, one of Canada's premiere exempt market dealers, Rick Couronne (whose name means "crown" in English) and Larisa Wells are a rare combination of expertise, seldom seen in the investment industry. Rick's thirty years of experience in the financial markets is perfectly complemented by Larisa's analytical skills, as a Doctor of Mathematical Economics. The result of this pairing created a catalyst which resulted in a private equity firm that is built upon integrity and experience, Wells & Crown Investments. Rick and Larisa are co-founders of the firm, a brand of Cape Cove, where, as private equity specialists, they work with high-net-worth individuals to identify promising investment opportunities and create diversified portfolios.



"As a team, I think what makes Rick and I unique is our combined backgrounds... Together, we create portfolios that provide a balance of security, cash-flow, and upside potential."

Rick serves as vice president of business development for Western Canada at Cape Cove, where he focuses on recruiting talent and advancing the reach and scope of the firm. In this appointment, and as the co-founder of Wells & Crown Investments, he brings 34 years of experience in senior executive roles across the public and private sectors, from vice president of sales, to the president and CEO of a private equity firm. He also brings the insight of a seasoned finance veteran, whose earlier career included positions as a pro trader, stockbroker, and investment advisor. Now, as a private equity expert, Rick's clients receive the benefit of this expertise and experience, as he works closely with them to explain the valuable benefits of a diversified portfolio. "The stock market is never predictable, so it's important for people to understand the benefits of private equity," he explains. "Larisa has a Ph.D. in mathematical economics, and we combine our skills and knowledge to build tailored portfolios that consider and mitigate risk factors. I am fortunate to have Dr. Wells as a business partner, as are our clients."

Larisa Wells joined Rick four years ago and within that time, quickly rose to the position of vice president. She now focuses on operations and identifying ways in which to expand the range of services that both Cape Cove and Wells & Crown Investments offer. Larisa holds a Ph.D. in mathematical economics and has over 20 years of experience as a university professor. Her career encompasses banking, education, and private equity, making her a powerful amalgam of learned academic and financial expert. Larisa's unique talents allow her to proficiently educate her clients about investment opportunities within the private equity and alternative spaces. Drawing on her broad network of business leaders and portfolio managers, she is able to create diversified portfolios that are built for growth. "As a team, I think what makes Rick and I unique is our combined backgrounds. He is a financial guru, who has been on both sides of the market, and as an economics expert, I'm able to identify advantageous tax-efficient investments and strategies. Together, we create portfolios that provide a balance of security, cash-flow, and upside potential," she shares.



WELLS AND CROWN
INVESTMENT CORPORATION

specializing in private equity investment and portfolio management for high-net-worth individuals. With the clients' best interests at their core, Wells & Crown Investments focuses on identifying sound financial opportunities,

About Wells & Crown Investments

With the motto "Doing good is good business," Wells & Crown Investments is a brand within Cape Cove,

combined with sound tax strategies, to create diversified portfolios that have the best potential for growth.

About Cape Cove

Cape Cove is an emerging portfolio management firm that offers traditional and alternative investment solutions in the securities market. The combination of a flexible management style and progressive brokerage offerings contribute to their ultimate goal, which is to deliver value while maintaining a stellar reputation for customer service.

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Tarik Aziz

President and CEO



Tarik Aziz is truly nothing short of an inspiring success story. He was born in Lebanon in 1974, and his father passed away when Tarik was only 3 months old, leaving him to be raised by nine women in one household. In 1984, ten-year-old Tarik left the war-torn country with his family and relocated to Calgary, AB, Canada. Tarik's family always displayed fearless leadership when it came to self-improvement. In doing so, Tarik became very self-motivated from a young age as he strived to create a fulfilling life for himself and his future family. Tarik has always had an entrepreneurial mindset which highlights how today he is the owner of multiple different companies, all of which he personally started from the ground up. Now married with two kids of his own, Tarik remains motivated to continue pushing boundaries and expanding into new work territory.

During 1998, at the age of 24, Tarik established his first business, Urban Image Fine Homes. He began by purchasing some land and building a home on it. He lived on the property for a while before selling it and repeating the process. The business took off from there, and he has been building homes ever since.

With the nature of home building, Tarik noticed the demand for automation. As a result, he decided to put together a team for a new company called Progressive Home Automation. They specialize in lighting controls, security cameras, home and commercial automation.

In 2008, Tarik had water damage in one of his units and realized restoration was a market that he could apply his current knowledge to. Ambitious to build forward, Tarik got certified with all his tickets to ensure his clients would receive the utmost professional and educated technicians in the industry during a time of need.

In 2009, Tarik started Nationwide Restorations and continued doing home construction as well. Nationwide Restoration services include fire, flood, and reconstruction as well as insurance work. Having experienced

his own loss, Tarik's expectations for professionalism, knowledge, cleanliness, and efficient work is always a priority for his clients. The team contributes to working in all Canadian provinces, from east coast to west coast.

Tarik's companies and reputation began to grow. Driven by success and growth, Tarik decided to pursue jobs on both small and large scale commercial construction. This is when he started a company called Alliance Commercial Construction. A recent project that Tarik's company proudly took on was the Ramada Hotel in Regina, SK. It had a 6 floor water damage and Alliance Commercial Construction did the abatement and reconstruction on it. They are also currently rebuilding a hockey arena from the ground up.

As a new opportunity presented itself in 2017, Tarik decided to step out of his comfort zone of construction and venture off into the cannabis industry. Strategizing the demand of supply, Tarik invested his own personal savings, yet again, into starting a business called Original Craft Growers. Original Craft Growers is a premier cannabis cultivator that is headquartered in Calgary, Alberta with an 80,000 sq. ft. facility based in Drinkwater, Saskatchewan, just outside of Regina. The company is looking to grow craft cannabis in a GMP approved facility.

2019 brought more opportunities to the surface in the cannabis industry. Tarik is now the founder and CEO of a luxury cannabis company called Original Goods Cannabis. Most recently, Original Goods Cannabis opened two newly built, luxury shops in Airdrie and downtown Calgary, AB. In addition to these locations, two more stores will be opening in Strathmore and Beacon Hill. Original Goods Cannabis plans to have four more locations within the next six months and will expand to fifteen locations by the end of 2021.

As owner and operator of these businesses, Tarik plays an active and important role in keeping each company running smoothly and moving forward. He takes great pride in the success of each and every venture he pursues and never neglects to give back to the community.

Tarik's companies are known for donating generously to a number of local organizations including cancer drives, Habitat for Humanity, phantom football, and several other organizations.

Tarik is a natural born entrepreneur who is always looking for a business opportunity to expand and grow his platform.

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Rounak Langhe

President

Rounak Langhe is the founder of Toronto-based financial firms—Mint Canadian Capital and Durham Asset Management, Inc. (DAMI)—both specializing in helping clients reach their financial goals. Mint Canadian Capital is a residential and commercial private lending business that offers clients first and second mortgages to meet their desire for home ownership across Ontario. As the director and dealing representative, Rounak drives the company’s vision to be the lender of choice promoting responsible home ownership, and ensuring that investors achieve financial independence through superior returns.

As one of a small group of fixed-income experts, Rounak serves as president of DAMI, a portfolio management firm that focuses on alternative fixed-income strategies, working to bring clients fixed income funds. He has a reputation for consistently delivering solid returns for his clients for last 14 years. “The financial industry is very personal and trust focused. Portfolio managers are known by strategy and reputation, so it’s important to me how I interact with my clients and portfolios,” he explains.

Rounak founded Mint Canadian Capital in 2019 after a successful 14-year career as a portfolio manager and just a year after launching DAMI. With expertise in portfolio construction, risk management, asset-liability management, credit market functions, structured product investments, and fixed-income product trading. Rounak launched Mint Canadian Capital with the mission of “bringing together investors and borrowers so that they can build on a wealthier future.” Rounak uses his financial skill and vast knowledge of the investment universe to help borrowers who were turned away from traditional lenders by seeing beyond the rigid restrictions and guidelines to find alternative lending solutions while also mitigating risks for investors—meeting the needs of both while providing consistent returns.

Originally from India, Rounak’s is an inspiring story of Canadian opportunities and first generation immigrant success! Rounak holds a MBA (finance) from the Tippie School of Business at the University of Iowa, USA and the chartered financial analyst (CFA) designation from CFA Institute underlying his fiduciary duty commitment to his clients. Rounak immigrated to Canada in 2003 and joined Aegon Capital Management (now Forester Asset Management), where held progressively senior investment roles before assuming the role of senior portfolio manager. In 2017, he joined Investors Group, as vice-president where he was responsible for managing a \$2.2 billion fixed-income portfolio until he left in 2018 and launched DAMI, followed by Mint Canadian Capital.

In addition to his MBA, Rounak holds a bachelor’s degree from Punjab University Chandigarh, India, and a chartered investment manager designation from the Canadian Securities Institute.



Rounak launched Mint Canadian Capital with the mission of “bringing together investors and borrowers so that they can build on a wealthier future.”

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GEORGE FILTSOS

Founder, Owner, Operator

“What sets us apart in a big way is the advanced wireless controls, giving clients the best ROIs in the business.”



After devoting 25 years to industrial automation, lighting controls, and industrial IoT, George Filtsos' start-up company, EcoGrid Technologies, has catapulted onto the energy scene by putting their unique twist on turnkey, energy efficiency projects. The company has a mandate to future proof everything they do

by establishing a digital ceiling in the industrial, commercial built space via their lighting with open standards IoT solutions.

As an individual, George is as down to earth as they come. He is as comfortable working with engineering specification firms as he is collaborating with electrical contractors. Having started his career as an electrician, he developed a valuable and unique perspective, as well as a stellar reputation for his technical expertise, sales acumen, and leadership abilities.

In 1993, George obtained his masters license as an electrician, which he used to generate income to finance further education. He had decided to go back to school in order to become an electrical engineer. After that, George inadvertently entered the business development world due to the difficulty of finding electrical work. He responded to an ad seeking an electrical automation technician, but it ended up being a technical sales position.

George worked at several prominent, multinational companies such as Rockwell, Siemens, Schneider Electric, ABB, and then pivoted to lighting controls specification work with Leviton. There he wore two hats, serving on their R&D board while running their national accounts in Canada.

In 2015, George took a huge risk and left Canada to join a start-up company called, Daintree Networks, in Los Altos, California. Daintree Networks provided him the opportunity to become one of the early pioneers, who would disrupt the lighting controls space by introducing IoT solutions. “Daintree taught me the best path for facility-wide IoT tech was via the lighting,” says George. Eventually, Daintree Networks sold to GE for \$75 million. George stayed on with GE for the transition before moving on, taking his IoT expertise as the foundation for a new start-up venture.

George started EcoGrid Technologies, which came out of the gate running in 2019, and they have already helped companies save well over 14 million kWh of consumption. “What sets us apart in a big way is the advanced wireless controls, giving clients the best ROIs in the business.” He goes on to say, “Our competitors just don't offer IoT solutions because of its inherent complexity; they're just not equipped to even sell it, let alone have the specialized expertise it takes to execute.”

According to George, competitors are “racing to bottom” by cutting corners and not offering wireless solutions. He sees no other alternative to using IoT technology. “It pays for itself today as an energy savings component and future proofs your investment. As emerging technologies come to market tomorrow, you simply just hop on the facility-wide network we established through the lights.”

Recently, EcoGrid Technologies assisted 6 companies to be awarded assistance from the *Canadian Climate Action Incentive Fund (CAIF)*, which provides funding for environmentally sustainable, energy efficiency projects to small and medium sized businesses. He is looking forward to executing more successful projects that bolster incredible paybacks. “We just executed a large project that had a payback of just one day. I wouldn't have even imagined that before IoT controls came into the picture.”

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Garrett Plester

Garrett Plester is a member of Emerging Equities Inc.'s ("EEI") Corporate Finance Group, operating in an investment banking capacity. Garrett specializes in the structuring, managing, and marketing of the private placement of debt and equity securities for corporate issuers. EEI is an independent, employee-owned investment dealer, focusing on underwritings, mergers and acquisitions, and divestitures of emerging companies (i.e. market capitalization of \$200M - \$300M). It is a Type III Introducing Broker; a member of IIROC, CIPF, and is a participating organization of TSX Venture Exchange. Simply stated, Emerging Equities Inc. is a full-cycle investment bank that focuses on helping companies at any stage in their life cycle; from new companies looking for shareholders or debt equity, to mid-life companies needing help to grow, to aged companies looking to sell or transition. Emerging Equities was also recently engaged as a strategic advisor for the initial equity raise of a new Alberta Film Fund, dedicated to the creation of a sustainable Alberta-based movie industry. This is a current and live offering to accredited and institutional investors, with a \$35M USD initial raise (<https://alberta1st.fund/>).

Garrett's passion for banking and finance has taken him through roles as a banker, commercial banker, commercial mortgage underwriter and originator, debt capital markets and advisory associate, transaction banker partner, director on the board of a foreign exchange consulting firm, and vice president of a private merchant bank.

Garrett's education and career has afforded him the knowledge and experience to excel in his current position, working with clients to develop and customize financial models, feasibility studies, financing arrangements, and aggressive debt structures. "I have a very close relationships with all of my clients. I am just as invested with every company I work with as I am my firm," he explains.

Along his career journey, Garrett has had inspiring mentors to guide and teach him. "Nick Stewart, a director of Bank of Nova Scotia, was the first to hire me out of university. Nick taught me all the necessary skills and processes of banking at the commercial level," Garrett says. Another mentor, Brent Buhler, managing director of Cambio Merchant Capital, understood Garrett's strengths in investment banking and suggested he leave mortgages to pursue his current position. Jim Hartwell, CEO of Emerging Equities, also played a significant role. "Jim is one of the longest standing investment bankers in Calgary," says Garrett. "What I learn from Jim is a wealth of information that I am fortunate to receive."



EMERGING EQUITIES INC.

Garrett's passion for banking and finance has taken him through roles as a banker, commercial banker, commercial mortgage underwriter and originator, debt capital markets and advisory associate, transaction banker partner, director on the board of a foreign exchange consulting firm, and vice president of a private merchant bank. He also currently serves on the board of directors for Django Financial Ltd., which provides full-service currency exchange and hedging services for its customers.

After receiving a Bachelor of Commerce degree with a double major in finance and economics from the University of Alberta, Garrett's commercial banking career began with Bank of Nova Scotia. As the youngest person ever assigned to their Alberta commercial banking group, he worked with companies to structure and implement debt instruments. Two years later, Garrett moved on to a mutual fund, where he worked underwriting debt and locating mortgages to buy. In 2017, he started with Avison Young in Calgary, starting up their new debt capital group division; acquiring mortgages for clients who wanted to buy, not lease. In 2019, Garrett joined Emerging Equities. Now, with unbridled drive, Garrett Plester and Emerging Equities continue to move full speed ahead, blazing a path of success.



Wendy Lumby

Owner and Operator



I created my agency to service and represent all people and cultures but when an ethnic performer is needed, especially an Aboriginal actor, my agency is usually the first call.

As an Olympic athlete and an Aboriginal woman, Wendy Lumby knows first-hand what it takes to overcome challenges. Through hard work, resilience, and a genuine drive to succeed, she rose to become one of the world's elite athletes, competing as an alpine skier in the 1988 Winter Olympics.

After retiring from sports, Wendy focused her strong work ethic and unique skillset in the entertainment industry and founded Faces of Wendy. Now one of the busiest talent agencies in Alberta, Canada. From Scotland to Budapest and across North America, Wendy has become a catalyst for creating life-changing opportunities. "I decided to start my own talent agency because I knew I could help my clients succeed," Wendy notes. Her goal has certainly

achieved fruition and as a result, she has established a stellar reputation as an agent and career-shaper. Faces of Wendy represents a wide range of performers who work on some of the biggest cinematic and print productions across the globe, including *Jumanji*, *Outlander*, and *Ghostbusters*, to name just a few. In addition to providing actors with the tools and resources necessary to succeed in a highly competitive industry, Wendy has a trusted rapport with casting directors, which results in more placements.

Faces of Wendy is also the only Aboriginal-owned talent agency that Wendy knows of and maintains a unique niche within the industry. "I created my agency to service and represent all people and cultures but when an ethnic performer is needed, especially an Aboriginal actor, my agency is usually the first call," she explains. "As an Olympian, my strong connection to sports has also made me the 'go-to agent' for booking world-class athletes," she adds.



Faces of Wendy represents a wide range of performers who work on some of the biggest cinematic and print productions across the globe...

Although Faces of Wendy is now a world-renowned talent agency, Wendy started her career in entertainment without a name and without any clients. Through hard work, a lot of 17-hour days, and a willingness to go above and beyond, she now represents over 1,000 artists in a vast range of demographics. Wendy connects these talented individuals with opportunities in movies, television shows, print work, voice-over, and commercials. "I love the excitement my clients get when they are selected for a role. Knowing they are taking steps to achieve their life goals and that I am aiding them in their development is important to me. I continually look for ways to support my clients and help them grow. I believe that is why they choose me as their agent," says Wendy.

Wendy has an equally admirable and interesting personal life. She was born in Regina, Saskatchewan, adopted at an early age by English parents. "My life turned out amazing because of all the opportunities that were given to me and my good fortune prompted a desire to good for others," Wendy shares. Early on, this altruistic inclination led Wendy toward social services and one of her first career roles was as a registered social worker. Although Wendy was also interested in becoming a police officer, imperfect eyesight kept her from joining the force. Currently, Wendy is a member of the Swan Lake Band in Manitoba and, in recognition of her athletic achievements, she was chosen to run with the Olympic torch in the 2010 Olympics. She was also announced by the government of Canada as an *Aboriginal Sports Hero*.

Faces of Wendy

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Sonny Christensen

President

Sonny Christensen is president of West Country Pump and Filtration, a water treatment and product manufacturing company that began in a tent and grew to become a nominee for *Business of the Year* by the Alberta Chamber of Commerce and winner of *Service Provider of the Year* from a central Alberta newspaper. West Country Pump and Filtration is also involved in Canada's *Shred Program* and in just five short years, received recognition for their water conserving products. Dedicated to green practices, the company specializes in manufacturing custom water treatment systems and water well pumping solutions that save and conserve as much water as possible.

Based in Red Deer and Calgary, Alberta, the company provides turnkey solutions, such as skid packages and portable packages of complete water treatment systems and specializes in commercial reverse osmosis systems. "These are water-purifying systems used in agriculture and chicken farming, dairy farming factories, manufacturing, and anywhere from a residential house right up to big applications, such as oil and gas," Sonny explains.

We are able to achieve our motto, "Supplying clean, clear, safe water without the waste," as its guide. The company is committed to the adherence of all safety and electrical standards and uses only NSF-rated products.

The unique packing design of reverse osmosis and H2O2 injection systems allow the reduction of a tremendous amount of wastewater, which can then be reclaimed and recycled to render it usable. "We take the old ways of treating water and modernize the technology. They're turnkey solutions with a small footprint, while at the same time they're able to cut the wastewater in the industry by over half," Sonny says. Having worked in the industry since he was a kid, if anyone knows how to merge the old with the new to create innovative solutions, it's Sonny.

Sonny and his brother, Rob, founded West Country Pump and Filtration in 2015. It was born from an entrepreneurial spirit and a lifelong passion for the field, passed down from his father during his childhood, when he spent his days riding along with his dad, who also did water treatment. What began as a boy following his



dad to work, turned into a 30-year career that led him to corporate management positions and back home again, to his roots, and then to the rise of his own company, that has doubled in size every year since its inception.

Sonny's professional career in the water industry began in the early 1990s. After pursuing his degree in business administration, he and his father opened bottled water stores. Fifteen years later, they sold the business and Sonny entered the realm of large pump companies, managing Canadian distribution arms. After five years, he grew tired of the corporate world and he missed his passion for what he did on his own, so he started his own company—in a tent. With his brother Rob, he built a few water systems. The first job they landed was a \$100,000 project. West Country Pump and Filtration took off, growing at an astounding pace; eightfold in just five years, with anticipated expansion into the United States.

Sonny attributes the company's growth to his three decades of experience in the industry. "I've been in this field for 30 years now, doing field work, and seeing the problems people had with water systems and finding ways to remove those headaches from the solution. It excites me to be able to use my knowledge to help others," he shares. As the business continues to grow, it remains grounded in Sonny's dedication to green solutions and high ethical standards. Along with the addition of an automation expert Nick Sztym, and commercial plumbing expert, Tim Busch, we are able to achieve our motto, "Supplying clean, clear, safe water without the waste," as its guide. The company is committed to the adherence of all safety and electrical standards and uses only NSF-rated products.



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Jonathan Lewis

“Our goal is to help our clients transfer their values to the next generation, not just their wealth.”

A man of many talents, Jonathan Lewis holds the titles of developer, multi-business owner, professional advisor, and author. However, it is the qualitative side of his life that he values most. As the husband of Sara Lewis and as the father of their two young daughters, Jonathan places his family above all else and works to assist other families who lack the resources they have. As the founder of Eastport Financial and as the author of *Deep Water: How to Face Fatherlessness*, Jonathan’s faith in God is at the center of who he is. He strives to live out his faith daily as a husband, father and leader in the business community.

As a young man, Jonathan enjoyed a carefree life until 1991, when he and his family embarked on a scuba diving expedition. During the outing, his father, also successful in business, tragically drowned. Fifteen-year-old Jonathan was then left to navigate life on his own, and ultimately found himself on the open road. He landed in northern British Columbia living in a tent in the Rocky Mountains planting trees and he felt he was completely

lost. Jonathan still viewed his situation as a gift though and was determined to learn and grow from it. Although he struggled with where God was in the wake of the tragedy that befell his family, he hadn’t lost hope in God and knew that God cares for each and every one of us.

After graduating from high school, Jonathan received an entrance scholarship to St. Mary’s University. Unfortunately, because he did not have a stable home environment, he worked several jobs, and, in turn, his grade-point average dropped below the standard to maintain his scholarship. Although he felt defeated, his grandmother, who had taught herself how to read and write at age 67, was adamant that he continue going to school, and not give up. He did not want to disappoint her. Jonathan pressed on and earned his business degree debt free.



While in University, Jonathan started his own landscaping company and joined the Canadian Armed Forces. During that time, he worked seven days per week and completed his officer training with the artillery

while still ranking at the top of his class. Instead of accepting an offer to serve overseas, Jonathan joined London Life’s finance department, sold his landscaping company, and officially began his career. Although he had moved into upper management and was overseeing 20 people by the age of 25, he became disenchanted with the industry and the apparent lack of integrity and authenticity, so he decided to set up his own brokerage. He founded Eastport Financial in 2003 with the mandate of always putting the client and their goals first. Eastport established a “go anywhere” mandate for their clients. In short, if there was a better solution for the client out there, EFG would provide it. Jonathan and his team focused on values-based client engagement. “Our goal is to help our clients transfer their values to the next generation, not just their wealth.” Jonathan and his wife Sara have also started several other Nova Scotia companies, including; real estate development, fashion design and boat design and manufacturing.

Jonathan and Sara are most proud of the work they do philanthropically as a family with Madeline and Clara. They run a family foundation for at risk youth <https://www.jdwlfoundation.org/>. The gross sales of Jonathan’s second published book, *Deep Water/ Aguas Profundas in Spanish: How to Face Fatherlessness, Fill the Gap, and Be The Man God Made You To Be* all go to their foundation for ongoing support of the increasing number of programs they get behind as a family. Throughout *Deep Water*, Jonathan guides readers through his journey of defeating fatherlessness by finding strength and power in making God his father, and invites all who are fatherless to join him in living a life of ambition, purpose, and hope through Christ Jesus. “Live a life of purpose on purpose!”

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Steven Fry • Co-Founder & CEO

The name of the company was borrowed from the cannabis culture term “session” which refers to people coming together to consume cannabis.

An ambitious and successful entrepreneur, Steven Fry has first-hand experience of humble beginnings. He grew up north of Toronto, Canada, where, for parts of his life, he lived in government subsidized housing with his single mother and six blended siblings. Steven worked throughout elementary and high school, learning that hard work and hustle makes you stand out in the workplace. After a lucky break, whereby his high school provided him an exception to enroll in pre-university courses without all the prerequisites, Steven excelled and obtained a scholarship to Brock University’s, *Business Co-Op Program*. After graduating with honors and earning a Bachelor of Business Administration degree, Steven applied to over 50 jobs per day for months until he landed an opportunity to work in healthcare administration.

Armed with his newly learned skills and sheer grit, Steven quickly rose through the ranks and became vice president of operations, overseeing the supply chain of 14 hospital organizations across Ontario, with responsibilities for over 100 staff and hundreds of millions in yearly contracts. During this time, Steven completed an MBA from McMaster University and designations as a certified associate in project management and certified health executive. However, Steven states that his most recent accomplishment is his self-proclaimed PhD in retail cannabis, as he holds the title of co-founder and chief executive officer at Sessions Cannabis, the fastest growing and largest licensed cannabis retailer in Ontario

Sessions Cannabis started after Canada legalized recreational cannabis and Steven was selected as part of a cannabis retail operator license lottery. Struggling to meet inconceivable deadlines and large capital requirements to open a historic store, Steven licensed a store concept and borrowed funds from another brand. After working around the clock and making every mistake in the book, he ultimately grew his store to become one of the top performing stores in the nation, with over \$14M in sales in just 10 months, and subsequently sold the business to generate the funds required to create Sessions Cannabis.

Staying true to Steven’s life mission “to be the wild card that ups the ante and redefines the game,” Sessions Cannabis was co-founded to differentiate and provide an enhanced customer experience. Working through the minutiae of a highly regulated and lottery-based licensing system, Sessions was successful in partnering with two cannabis retail operator license lottery recipients and opened its first two branded stores in December ‘19 and February ‘20. Sessions has not slowed down one bit and currently has the largest Ontario footprint of any cannabis retailer, with over 31 stores scheduled to open this year.

Steven notes that what he is most proud of is the company’s ability to relate to customers and offer a complete experience, as embodied in its slogan “Your next session starts here.” The name of the company was borrowed from the cannabis culture term “session” which refers to people coming together to consume cannabis. “We are very locally focused, embracing the community by hiring local, featuring local artwork, and housing locally grown



We are very locally focused, embracing the community by hiring local, featuring local artwork, and housing locally grown cannabis.

cannabis,” says Steven. The team also takes pride in educating people on the different forms of cannabis as well as navigating the stigmas associated with its use. Sessions offers a broad curated range of cannabis products, full suite of life-style accessories, apparel, growing supplies and services. The Sessions Cannabis mission is to bring people together and enhance their moments by providing a cannabis retail experience that is inviting, comfortable and informative.



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◆ Howard Harkness, Vice President ◆



A transformational corporate entrepreneur, Howard Harkness has profitably led pharmaceutical, medical device, and biotechnology companies in expanding their global footprints and in launching new products while continuing to grow their existing product portfolios. As Vice President Medical Cannabis Sales at Aurora., Howard is not only responsible for sales in Canada, but Australia, Africa, Cayman Islands/West Indies, Scandinavia and parts of the middle east. From the start of his career, his mission was to expand his proven success by improving the health, wellness and lives of patients while supporting the healthcare professionals who treat them. His moto is be stubborn about your goals, and flexible about your methods.

Founded in 2006, Aurora Cannabis Enterprises Inc. is a global leader in the medical cannabis space due to their continuous work with physicians and scientists around the world. Offering several brands, such as CanniMed, MedRelief, and Whistler Medical, team members strive to provide their patients with the highest quality of cannabis and hemp products available. Aurora's menu of certified items includes dried cannabis, oils, soft gels, edibles, and vape cartridges. All of which are available online to all patients who submit the necessary medical documents along with their doctors' approvals. Currently, Aurora employees serve the medical and

consumer markets in 23 countries through the company's own network of import, export and wholesale distributors, and e-commerce and mobile applications.

Howard joined the Alberta-based company three years ago after spending 20+ years in the pharmaceutical, and medical device industries.

I have helped to bring success to Aurora through building strong sales and marketing teams and being adaptable to building products and services to meet the needs of physicians and medical patients at large.

As he transitioned into his new role as Vice President of Sales, Howard found his previous work experience to be helpful not only in Canada but internationally. The medicinal cannabis space is unique as it involves growing an agricultural product, manufacturing and then understanding cannabis pharmaceutical marketing to physicians, clinics, nurse practitioners requiring new holistic treatment in their practice patient protocols. Howard explains, "I have helped to bring success to Aurora through building a confident, adaptable, and strong sales and marketing teams well trained to effectively promote medicinal cannabis products and services to meet the needs of Healthcare Professionals and medical patients at large. It is an accomplishment I am distinctly proud of as a professional in this new innovative medical industry."

In fact, Howard credits his adaptability for giving him his edge in the medical cannabis industry. Throughout his career, he has worked for large corporations, small companies, privately held businesses, and startups. However, he has always excelled at sales and at assembling and building medical teams, who are laser focused on achieving the desired result. His vast number of specialties include pharmaceutical, biopharmaceuticals, medical devices, biotech, veterinary medicine, strategic planning, sales, marketing, and operational executive level leadership.

After growing up on a family corporate farm in Western Canada and earning a Bachelor of Science, Agriculture degree from the University of Manitoba, Howard got his start in the agricultural industry with Monsanto before moving into the pharmaceutical industry two years later. In addition to working for Ortho Pharmaceutical (J&J), GlaxoSmithKline (GSK), Novo Nordisk and Trudell Medical International, Howard worked to obtain his pharmaceutical industry designation through the Council for Continuing Pharmaceutical Education (CCPE) in addition to the Executive Leadership Program, Western University, Ivey Business School.

Howard has worked tirelessly to earn his experience within the corporate medical field. His career has been an accumulation of hard work, milestones, and continuous learning. As someone who is a lifelong learner and innovator, he has no intention of slowing down. His passion for helping patients improve their lives continues to be his primary reason for working.

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SAM KERSHEH, CEO

Sam Kersheh is CEO of The Kersheh Group, a North American distributor of men's, women's, and children's sleepwear, underwear, and socks. In the past few years, they launched Family Sleepwear, which has been instrumental to the continued success of the company. Based in Montreal, the company designs and distributes their own brands of apparel, including Jellifish Kids, Fox & Badger loungewear for men, Sleep Riot women's loungewear/sleepwear, and Jammin' Jammies pajamas for the entire family. In addition, TKG has partnered with well-established brands, including Disney, Warner Brothers, the NHL, and Gloria Vanderbilt, among others, to design and distribute their products to retailers nationwide. TKG also designs and distributes exclusive sleepwear/loungewear through established private brands for retailers in both the U.S. and Canada. They have strategic partnerships with retailers, such as Walmart, Costco, Sam's Club, and Hudson's Bay Company, as well as online marketplaces, such as Amazon. It also offers its products through its own e-commerce Shopify platforms.

Sam is a CEO who has adopted the mission of his role. He is a second-generation leader of a 42-year-old family-owned business who has lived its purpose from very early on in his career: "Family is the centerpiece of our lives." He is an inspiring leader who views his role as a mentor and coach to members of his team. "I am extremely fortunate to lead some of the most passionate and talented people who treat this business as their own," he shares. "The truth is, it's now all about everyone else. My role is to lead and inspire others, and mentor where possible. The goal is to create a true entrepreneurial environment where all key members are owners of their own departments and businesses."

Founded in 1978 by his father, Theo Kersheh, Sam joined the company right out of college, starting at the ground level and working his way up as his dad paved the roadmap to understand all aspects of the business. As Sam evolved, so did the company, growing both organically and through acquisition, and they have continued to build upon their trusted reputation by adopting a simple motto: "Under-promise and over-deliver every single time." Driven by his core values and entrepreneurial spirit, Sam and his passionate, creative team continue to move forward with investments in innovation and fresh designs for comfortable, fun, high-quality sleepwear, underwear, and socks that continue to be met with energetic enthusiasm from the marketplace. "Our direct-to-consumer business has increased 300 percent during the COVID-19 pandemic. It is very exciting for us. Our goal was to come out of COVID stronger than when we went in," Sam says.

Sam's responsibilities have evolved considerably since his early days at TKG, when it was a small, local, family-owned business. Through perseverance and hard work, together with his sister Paula, they built the business into a major apparel company, developing strategic partnerships with the biggest and most successful retailers and licensors across North America and building relationships with consumers worldwide. The Kersheh Group culture is built around true family values, and over the years they have attracted top talent. As Sam often mentions, "We



“ My role is to lead and inspire others, and mentor where possible. The goal is to create a true entrepreneurial environment where all key members are owners of their own departments and businesses. ”

are currently transitioning from a family-owned business to a business that is owned by a family. We've recruited professional management, and we look to continue to recruit the best-in-class people to join our journey." He adds, "To this day, my dad and I have a wonderful relationship. He comes to the office almost every day, and it is very gratifying that he still gets to see and participate in the success of the business."

Committed to giving back to the community and charitable causes is extremely important to Sam, and he currently serves on the board of directors of the Cedars Cancer Foundation in Montreal. "Giving back to our local communities is our duty as business leaders, and our obligation and responsibility as good citizens."



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CHARLENE BECKIE

As CEO of Clem Geo-Energy Corp., a renewable energy firm specializing in wind energy and hybrid project developments, Charlene Beckie is the driving force of a company in a new and challenging market. A strong advocate of clean energy with a cache of degrees and 18 years of experience in the oil industry, she handles all business functions ranging from deal, contract and partnership negotiations, financing, program planning and design, development, EPC, regulatory compliance and community engagement. Her perseverance has driven her career from an oil industry technical role to successful entrepreneur. “I have dedicated myself to building projects from the ground level to produce viable projects in new industries,” she explains.

Founded in 2014 in Calgary, Clem Geo-Energy focuses on providing renewable energy alternatives and creating jobs in Alberta with motto: “Working Together for a Better Future.” The company is diversifying the economy and has reached many of its milestones with two utility scale wind energy projects in Alberta, and a third hybrid wind and solar site. “Private and public investment in renewables is becoming easier; investments in Canada offer a 100% tax write-off with flow-through shares and utilities now offer programs for support.” Their teams are working on new deals in Atlantic Canada, Latin America and the Caribbean, and are supporting new innovations, remediation, LNG and energy export projects, and developments in plastics recycling and clean water access for communities.

Charlene is determined to make Clem Geo-Energy a leader in the growing renewable energy space. “I see our potential as being able to build Canadian business deals and projects and bring our expertise to the onshore and offshore export market, to look at areas of growth and need, especially in improving local energy resilience and independence while offsetting GHG emissions. We have some great partnerships already established, are well positioned for success, and open to discussing new strategic relationships. We’re working with First Nations and Indigenous groups, both locally and abroad, which leads to great partnerships and helps support communities,” she shares. Charlene holds post-secondary degrees in psychology, business, geophysics and geomatics engineering from the University of Calgary.

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KENNY MACEWEN

Kenny MacEwen is vice president, projects of Technical Management Group (TMG) Inc. The Toronto-based technical services company is focused on augmenting owner’s teams and providing consulting services to mining executives engaged in growing or enhancing their enterprise through capital project delivery. While he is also responsible for corporate development and strategy, his passion is on providing the best delivery possible to their clients.

As a registered professional engineer, who has spent his entire 15-year career in project development, focused on mineral processing plants and surface infrastructure in the mining sector, Kenny recently joined TMG. Prior to this, he had progressively more senior roles with New Gold Inc. on the Rainy River Project in northwestern Ontario and with Centerra Gold Inc., where he was responsible for the design and development of a global portfolio of projects worth \$1.6 billion USD within the corporate project management office. Having worked both in consulting and on various owners’ teams, he understands each parties’ risk drivers, and this allows him to create alternate execution approaches and development strategies to maximize the potential benefit to project stakeholders.

Kenny’s vision is to provide a unique service offering to help clients in the areas of project planning, strategic oversight, and execution support. He and his team provide full-service project management, project controls, risk management, project monitoring, and communications to ensure that all stakeholders are aligned on the execution objectives. They also look to partner with other consultants on specific mandates to achieve best-for-project objectives. “In my past, working on the owner’s team, I’ve never really focused on the names of the companies that I’ve hired; I much prefer assembling a team of strong consultants I know can get the job done, and working with them on delivery per the project vision” he shares. “That’s the mentality I’ve brought with me to building the team at TMG. I always look to establish a team-based culture first, and this allows for the successful development of challenging global mining projects while meeting all necessary investment criteria.”



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CANDY HO

As CEO of The Cape on Bowen Community Development, Candy Ho is an innovator for social change through the development of revolutionary communities that foster connection and unity for the betterment of all people. On the heels of pioneering Element Lifestyle Retirement, the award-winning, intergenerational model of aging in place of retirement living, she has launched her newest brainchild, the Cape on Bowen, a community for social, economic, and environmental sustainability. “My approach seeks to strengthen the local socioeconomic fabric through growing in place, aging in place, and employment creation, and to create commercial value from environmental stewardship, enrichment, research and innovation,” she shares. Candy’s philosophy comes from her father’s work in the retirement industry: above all else do good, then opportunity and abundance will naturally come.



After ten years in the development and operations of aging in place retirement communities, she became the first to introduce multi-generational living to the industry. She co-founded Element Lifestyle Retirement to overcome the stigma and isolation of residences that categorized people by age and need. She innovated and negotiated her way around government-imposed age covenants and policies to deliver communities that now have an even distribution of age. Her model allowed for residents spanning all generations to live together on a day-to-day basis. For this innovative work, the company won the 2015 *Globals Award for The Most Outstanding Intergenerational Community in the World*. Now Candy is bringing her energy and passion to the Cape on Bowen, with the vision to develop 350 contiguous acres on the southwestern coastline of the only island within Metro Vancouver. In her plan, she is including diverse housing forms, a secondary school, regenerative farm, arts & culture commons, waterfront park adjoining a vast eco-diverse forest, hiking trails, and a conscious leadership retreat. She is seeking impact investors to back the realization of this role model development, which she hopes will become a Netflix documentary. She is determined to demonstrate the possibilities of co-creative leadership that does away with fear, ego, control, and outdated power structures, and instead harnesses the brilliance of the collective in united, inspired action.

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JEAN OLEMOU

As a visionary rising leader in impact investing, Jean Olemou leverages his unique perspective to connect communities and enterprises to inclusive prosperity, circular economy and sustainable infrastructure at a global scale. As Jean shares, “Ensuring we can achieve positive gains simultaneously for people, planet and profit will be the economic and moral imperative for our generation. We cannot work in silos – we must work together to achieve collective impact for all stakeholders.” Having lived and worked throughout Africa, Europe, and the Americas, he has observed how compounding economic and social challenges hold communities, cities and nations back. As a result, Jean has focused his attentions to aligning investment with positive social and environmental impacts in emerging and frontier markets. As the co-founder and principal at GreenDev Inc., based out of Toronto, Jean leverages his extensive experience to accelerate climate-smart and sustainable infrastructure investment; environmental, social, and corporate governance (ESG); impact investing; and corporate sustainability.



Founded in 2019, GreenDev is an impact investment management firm dedicated to investing in innovation, companies, and climate-smart infrastructure assets throughout the Global South as well as in selected jurisdictions of the Organization for Economic Cooperation and Development (OECD). GreenDev is especially focused on advancing the transition from the linear to the circular economy in the agricultural, consumer goods, manufacturing, fashion, and technology industries. As a result of their innovative circular solutions, high social and environmental impacts, and investment strategy, GreenDev was named one of the winners in the prestigious International *Climate Finance Accelerator (IFCA) Competition* held in Luxembourg in 2019. Jean is a member of Top Tier Impact, a global network of the most action-driven, results-oriented impact leaders. He was also named as a Global Talent by the United Nations Sustainable Development Goals Innovation lab (UNLEASH) in 2019. He holds a Bachelor of Mathematics degree as well as a Master of Finance degree. He is passionate about global history and ancient civilizations.



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MARYAM BAKHSHI

As an award-winning mortgage advisor, Maryam Bakhshi is passionate about her work and her clients, and believes in relationships built on trust and honesty. “Running my own business and serving my customer is my passion. In finance, you cannot postpone or delay client’s financial needs. You need to be 100% committed and available. When I take a deal, I know I will close it. When I promise, I deliver,” she shares.

Maryam has always had a love for numbers and finance. With a degree in statistics from York University and a postgraduate diploma from Toronto College of Technology, she entered the working world as a statistics expert in 2001. After a successful 10-year career in different roles with Statistics Canada, the federal government, and IBM Canada, she started her business as a mortgage advisor as a part-time job in 2012. She juggled her job in statistics and her business until her desire to be self-employed drove her to leave her salaried position and dedicate her full attention to her mortgage clients. Her decision paid off with recognition as the #1 Award Winner for the past three years with her brokerage, a growing client base, and a career that she truly loves. “I have been always available and worked sincerely in exchange for the trust I received from my clients for hiring me for their financial needs that is a very important part in each family.”

Originally from Iran, Maryam’s determination to succeed in her new Canadian home was set 21 years ago, when she picked up a magazine shortly after she immigrated. “There was a magazine in Toronto about the successful immigrants. I found a quote from it that I liked very much and always followed: ‘Canada is a place full of opportunities, just work hard, and be honest.’ I truly believe in this message. We can make so many positive things happen by using our knowledge and working hard; opportunities will rise.”

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HINDRICK DIORICO

As a self-taught entrepreneur as well as a Canadian immigrant, Hindrick Diorico knows first-hand what it takes to build a brand from the bottom up. Although he holds no formal training, he changed his career path from finance to technology and created his own company from scratch. Today, in addition to serving as the founder and chief executive officer for Swank & Swagger, Hindrick works both as a techno-preneur and as a sales and marketing consultant, helping facilitate the growth and development of technology startup companies.

Launched in March 2019, Swank & Swagger is an e-commerce fashion company consisting of worldwide suppliers. “My brand features bold, fearless, and fierce fashion accessories,” says Hindrick. The brand’s primary clientele is made up of fashion-forward individuals who possess a strong sense of style with a preference of chic, edgy, and contemporary designs.

As Swank & Swagger’s founder and CEO, Hindrick conducts all overseas operations and business activities. His responsibilities include marketing, data analysis, and strategic oversight within the company. Hindrick’s tactical decisions involve pricing, deciding what products to feature, and which international suppliers to deal with.

Prior to starting his own company, Hindrick spent over 12 years in corporate finance and banking, managing a portfolio of over \$10.8 Billion. However, he eventually decided to pivot his career toward the tech industry, where he has successfully worked for the past eight years. He served as an operations executive for a fintech firm and a sales and marketing executive for an e-sports company. Hindrick credits his experience with the two tech startups as the inspiration for starting Swank & Swagger.



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ELIZABETH DAMMANN

As a senior executive in the oil and gas industry, Elizabeth Dammann boasts two decades of engineering experience in both subsurface technical and development programs as well as commercial leadership roles in Canadian and international businesses. Currently, Elizabeth serves as the vice president of commercial and planning at Sinopec Canada, a subsidiary of Sinopec International Petroleum Exploration and Production Corporation (SIPC). SIPC is part of Sinopec Group, a major state-owned energy and chemical company headquartered in Beijing, China. However, Elizabeth's office is based in Calgary, Canada. She has been with the company for 12 years after joining them in 2008.

In her role at Sinopec, Elizabeth leads the departments of marketing, joint ventures, business analysis, contract management, budget, and reserves. Included in her responsibilities are commercial negotiations and contracts, intercompany relationships, micro and macro analysis and fundamental views, reserves evaluation, and management of operating cost, capital, and production budgets. Not only does she hold a proven track record of success in controlling costs, boosting margins, and increasing profitability, but her superiors praise her dedication to perfection, ability to build a high performing team, leadership by example, and results-oriented approach to the business.

Prior to accepting her role at Sinopec, Elizabeth's background was in development and exploration engineering, which she has now coupled with the commodity and commercial markets. As a result of her success, she won the *Sinopec Certificate of Honor for Outstanding Performance* in 2014, 2016, and 2017. Elizabeth also received the *Sinopec Canada CEO Award* in 2019 due to her extraordinary contributions to the core business values.

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KAREN CRAGGS-MILNE

Karen is a leading go-to expert for organizations that are serious about 'getting equality work RIGHT.' A proud Kenyan-Canadian, Karen Craggs-Milne is a recognized global expert with over 20 years of international experience promoting anti-racism, equity, diversity, gender equality, and inclusion.

A true global influencer, Karen is an Obama White House recognized gender equality changemaker (2016), Global Goodwill ambassador for sustainable development goals (2018), *LinkedIn Global SuperHero* (2020), *Women of Inspiration Award* nominee (2020) and is featured in the *Top 100 Canadian Professionals* magazine (2020).

As founder and CEO of Conscious Equality Incorporated, Karen works globally with NGOs, corporations, and governments to deliver on their equality mandates intentionally and with real impact. Karen's passion for social justice began at a young age. She was raised in a biracial family with a white father, Indian mother, and black brother in Kenya. Although multiple languages, religions, and values were accepted within her own home, Karen learned that the world did not embrace diversity in the same way and quickly learned how recognize, navigate and address discrimination.

Karen is committed to educating and equipping organizations to truly "walk the talk." She is a gifted trainer, speaker, and a strategic advisor on issues such as anti-racism and allyship in business, walking the talk on diversity and inclusion, addressing institutional and systemic discrimination, healing toxic work environments, addressing sexual harassment and bullying, and creating inclusive respectful workplaces, among others. With an impressive roster of clients from all over the world, Karen's work speaks for itself. Whether it is under a tree in a rural village in Ghana or in a boardroom with C-Suite executives, Karen's authentic and engaging approach promises to educate, transform and inspire you into meaningful action.



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OTHMAN TALEB

Othman Taleb is a vice-president (private equity) at Fiera Infrastructure, a Canadian infrastructure investment firm with over \$2.1 billion in assets under management. As a financial professional with over nine years of experience, his career has been driven by a strong work ethic, integrity, and unwavering commitment to his firm’s investors. “In the finance world, people are focused primarily on money. I’ve never liked this idea. For me, it’s making sure that every negotiation is fair and that I am negotiating the best deal for our investors. Maintaining trust and honesty is what’s important to me,” he explains.

Othman joined Fiera Infrastructure in 2015 with experience in both investment banking and private equity, and unique international insight from his time living, working, and getting trained in several countries including Morocco, the UK, and Australia. He is responsible for originating private equity transactions, and for leading and negotiating

private equity transactions and contracts to ensure that investors get the best deal while also considering environmental constraints. He also leads the coverage of opportunities in the “core infrastructure” space, specifically utilities, renewable energy, power, and public-private partnership transactions.

Fiera Infrastructure prides itself on being a global, diversified infrastructure investor committed to contributing to the betterment of society. With one of the most diverse portfolios in North America, its leadership focuses not on one investment space, but examines all spaces. “What I like most about the firm is that we truly contribute to the economy and society. We invest in renewable energy projects, highways, data-centers, hospitals; we help the government build this important infrastructure. Because we’re not a niche firm, and we’re global, we can truly contribute,” Othman shares.

Othman began his career as an investment banking analyst with London-based investment bank, Macquarie Capital. In 2012, he moved to Toronto, where he served as a private equity associate for Fengate Capital, a \$4B Canadian private equity firm focused on infrastructure, private equity, and senior housing, before joining Fiera Infrastructure. He holds a Master of Science degree in finance from Imperial College London and a BBA in finance from HEC Montreal.



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CARLY VIRTUE

A nontraditional accountant with a vibrant, entrepreneurial spirit, Carly Virtue easily connects with her clientele of senior managers and business owners. As vice president of finance and operations at Balanced Solutions in Ontario, Carly utilizes her 15 years of professional experience to offer her clients personalized guidance in finding effective solutions that will alleviate their financial burdens. Prior to joining Balanced Solutions, Carly was the CFO for one of the largest urban planning companies in Eastern Ontario, and served as the director of corporate services for a wholly owned subsidiary of KPMG. Carly holds a chartered professional accountant (CPA) designation as well as her master’s degree in business administration (MBA).

Located in rural Ottawa, Balanced Solutions is a client accounting services (CAS) company that focuses on virtual (or mobile) CFO services. Balanced Solutions specializes in partnering with small to medium sized business to work alongside senior executives and entrepreneurs to aid in setting up a comprehensive financial strategy to align the business with its vision and goals. Balanced Solutions also offers a broad range of accounting services from basic compliance needs (bookkeeping), financial services and analysis, specialized reporting packages, financial health checks, staff training, and process improvements. The Balance Solutions team not only possesses the expertise to supplement a business’s existing staff, but they offer the availability of a full, turn-key, outsourced accounting department as well.

As vice president of finance and operations, Carly’s main responsibilities are to serve her clients by offering sound strategic financial implementation plans. She is also responsible staff mentoring and growing Balanced Solutions client accounting services (CAS) to include bookkeeping, financial services, and vCFO/controller services. Her strengths as a former corporate chief financial officer, lie in strategy, process improvements, efficiencies, and building specialized reporting packages to help business owners make better, more informed financial and operational decisions.



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DR. JANICE BROWN

“The body has an innate wisdom that keeps it on the path to healing and restoring wellness. This is the mission of the body to repair itself, to always be moving towards harmony and balance, to keep the system whole and integrated, to be a healthy vessel for the mind and the soul. When you are sick, your body and mind need help to restore, remind and remember. The modalities I have chosen and studied help you energize your natural predisposition to be healthy.”

-Dr. Janice Brown DTCM, RAc, SolePath Certified Mentor

Dr. Janice Brown is a healthcare practitioner and a post-secondary educator with over 20 years of experience, who is helping people clinically in Alberta and nationally through mentoring to improve their lives, their health, their focus, and their emotional wellbeing. She is a traditional Chinese medicine doctor, an acupuncturist, and a SolePath certified mentor, dedicated to sharing the intellectual perspective on the study, practice, and understanding of an approach that hasn't yet been shared in a mainstream way, but is experiencing increased interest. As a wellness visionary, she combines her expertise in holistic medicine and her passion for helping people to live a fulfilled life via helping people embrace their true nature and self through emotional and mental awareness and a little acupuncture persuasion. “I really enjoy helping people solve the puzzle of what's going on and finding satisfaction in their lives,” she shares.

It's been over 25 years since Janice took her first steps into a classroom as a post-secondary educator. Her special gift is communicating new and foreign concepts to individuals in a way that they can understand. From the little rural classroom teaching computer skills to trappers in the north, to the beautiful study of Chinese medicine in the city of Calgary, where she went on to the position of dean of academics, Janice thrives on sharing ideas and concepts. Janice expanded her career focus in 2017, to include SolePath mentoring and is also a SolePath Technician training instructor. Currently, she is having a wonderful time with program development for SoleHealing. About four years ago, Janice began her transition into private clinical practice, where she continues to run her own acupuncture and SolePath mentoring clinic, which holds the distinct privilege of being the very first of its kind.



Wellness Visionary Traditional Chinese Medicine Doctor, Acupuncturist, Certified SolePath Mentor
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JOSHUA GOGO

Joshua Gogo is a learned engineer, economist, financial analyst, and computer scientist with over 23 years of experience in the business, economics, finance, and investment industries and a world view born from having lived and worked in nine countries across four continents. With an impressive multidisciplinary background and a deep global perspective, he has built businesses whose reach extends throughout the world. He is the inspirational architect behind LDCS Consulting Group, Afcote, and XPolar Energy and Advanced Systems.

Born in Nigeria, Joshua began his career as an oil field engineer for a large global company after earning a degree in chemical engineering—the first of many. As he traveled the world in his role, he was inspired to build companies that could work in any region—and he's done exactly that.

Joshua opened LDCS Consulting in 2009 as a company that specializes in business, economic, and finance consulting, offering a wide range of solutions, including business, strategic planning and risk management services. He works closely with clients to set up, expand, or restructure organizations to improve profits or to turn around struggling companies. Joshua's newest venture, Afcote, is a global investment and finance consulting and management firm. The company supports individuals, private and institutional investors, family offices, and organizations by providing a host of services, including due diligence, transaction support, and corporate and structured finance. Joshua's third company, XPolar, focuses on extending energy and technology infrastructure to rural regions around the world. He and his team work with partners and clients across the globe to design, build, develop, integrate, and manage energy and technology systems and infrastructure to help support these economies.

Joshua holds a bachelor's degree in chemical engineering, an MSc in computer information systems, and an MA/Ph.D. in economics. He is a Level III candidate of the Chartered Financial Analysts (CFA) Institute, a Chartered Investment Manager (CIM®), a Certified Balanced Scorecard Professional, and a Fellow of the Canadian Securities Institute.



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CONNIE LINDER

As founder and CEO of Intengine Enterprises, Inc., a company dedicated to connecting people with environmentally and socially responsible businesses, Connie Linder leads with the creative drive of an award-winning entrepreneur, the pragmatic mind of an MBA, and the heart of global citizen committed to transformative change for the betterment of all. “Sustainability is love in action and our platform is an intention engine for connecting people with resources and suppliers that can help implement your intention of wanting to be more sustainable,” she shares.

With 20 years of experience that began as a stockbroker and the owner of several innovative enterprises, Connie launched Intengine Enterprises in 2010. The Vancouver-based company is now the fastest-growing database and business platform of its kind in North America, expanding globally, and was recognized as the world’s most outstanding eco business platform in 2019 and 2020. Intengine was also recognized as 2019 & the 2020s' *Most Outstanding Eco-Friendly Business Platform* by *Acquisition INTL* magazine. “My time as a stockbroker gave me a great background in understanding how to put companies together, and also let me see a lot of what was wrong with the system,” she explains. In addition to Intengine Enterprises, she is also a co-founder of Agora Energy Technologies, which won Ali Baba’s *Global Environmental Award* for developing a process to use carbon dioxide to store energy in a battery, and as co-founder of Churchill Armoured Car, received the *RBC Top New Supplier Award*.

As a business strategist and a thought leader in the sustainability space, Connie works with a unique approach that blends personal intentions with business savvy. “The way I live aligns with the works I do. My left brain is my business background; my right brain is my holistic background. My left-and-right-brain approach helps me align intentions for positive change with a practical approach to being able to actualize and implement those intentions,” she shares.

While her pragmatic approach is exemplified through her MBA and investment education, she is also a trained personal development counselor with a reiki designation who has spiritual development training and has trained with a master chi gong leader for meditation. In her work, she is a bridge. “In terms of how I line up my own intentions is alignment—what outcomes do we need to see as a world.” As an extension of this, Connie founded the Intengine Global Change Foundation to support future leaders with the personal development and professional skills required to be able to implement sustainability in their industry.

For her work, Connie has garnered a cache of awards, including the TECHGREEN Award from the Applied Science Technologists & Technicians of BC, the *Women of Worth Sustainable Living Award*, a *Queen’s Diamond Jubilee Medal*, the *Minerva Leadership Award*, the *BC Innovation Council’s New Ventures Award*, and she was named one of Canada’s *Top 100 Most Powerful Women* as a trailblazer/trendsetter. To get involved with the foundation, please email foundation@intengine.com.



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DAVID STOCK

As an experienced business owner and accounting professional, David Stock has always believed that knowledge is power. Therefore, the focus of his company, Aloe Bookkeeping Inc., is to educate and train clients in areas of accounting such as taxation, data entry, and software. The team’s primary mission is to equip individuals with the knowledge to not only understand how their financial numbers work but how to use those numbers to their advantage.

Located in Rimbey, Alberta, Aloe Bookkeeping provides full cycle accounting and consulting through secure, cloud-based technology. Every team member strives to provide clients with accurate information and to give them the confidence to make their own financial decisions. In fact, the name Aloe was inspired by the aloe plant, a symbol of ease and simplicity and was derived from the accounting equation: $assets = liabilities + owner's\ equity$. The company’s general goal is to help their clients to overcome fear and to feel comfortable navigating all areas of finance.

As owner, David is responsible for setting up new clients with cloud accounting software and for training them on how to use the ‘point of sale’ functionality. He then passes the clients on to another employee who helps to maintain the system. David also offers advisement on the work Aloe can provide or points clients in the right direction to address their individual needs. Aloe Bookkeeping is a Certified QuickBooks Online Pro Advisor.



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MICHELLE KORCHINSKI

She is a mother, a grandmother, an entrepreneur, a lifelong dreamer; she is nothing in between and you would not want her any other way. She is a lover of life, who lives it to its fullest and has overcome insurmountable challenges to rise as a successful business owner. She is a woman passionate about helping her sisters around world love themselves and created a unique Canadian lingerie brand dedicated to this mission. This is Michelle Korchinski, the imaginative, creative founder of Naughty Girl Essentials Lingerie, a new kind of lingerie company which appreciates that beauty comes in all shapes, sizes, and gender. “We are not in the business of selling lingerie. We’re in the business of helping women and individuals love how they feel—without apologies,” she shares. Michelle launched Naughty Girls Essentials in 2011 in British Columbia. Voted as one of the *Top 10 Best of Kelowna*, the store offers not only bras and panties, but nostalgic clothing as well, from both the Naughty Girls Essentials brand, created and made in store by Michelle, as well as other hard-to-find brands. The idea for the company grew from her own personal experiences with her body and sexuality. As one who has always been curvy, she found it hard to find clothes that complimented her body shape, which was disheartening and caused a moment of self-body shaming. “When I was growing up, I was always scolded and told I was a naughty girl, simply because, I was always questioning the rules and then going ahead and re-inventing my rules anyway. So, I thought to myself, let’s see if I can earn a living and turn past negative experiences into a positive one by doing what I love to do!” At the age of 41, Michelle pulled herself out of the shaming by totally informing and transforming herself and with these experiences, found a solution that would celebrate healthy sexuality and promote body positivity. “As a girl, I loved dressing up in my mom’s pretty clothes and I loved how I felt. After digging deep into who I was, I realized this is/was my purpose; my calling is to help others believe in themselves and find their beautiful too” she recalls. “I really enjoy helping other women feel great about who they are and as well helping them to love how they feel. Now that we have opened our doors, we have found that we also have a huge LGBTQ community following, one that loves our unique approach to customer appreciation.” Michelle’s commitment to the advocacy of women extends beyond her business. Naughty Girls Essentials serves as the official drop-off location in British Columbia for Freethegirls.org, a global organization that helps girls in EL Salvador, Costa Rica, Mozambique, and other developing regions around the globe start a new life after being rescued from sex trafficking. She runs a Facebook page called, *The Thompson Okanagan Sister Circle*, which is a branch of the virtual Global Sisterhood organization. She believes that as women heal, the world is transformed. Michelle is also a merchant involved with Cashback World, an international shopping community, which helps market locally owned businesses to a platform of over 15,000,000 members through their loyalty program. As a part of Cashback World, Michelle is also able to support two other charitable organizations; the Child & Family Foundation and Greenfinity.



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JEFF HILDERMAN

Jeff Hilderman is an entrepreneur, leadership coach, and best-selling author. He is best known for his book, *Clone Yourself*, praised by *Forbes* as a top read for modern leaders who wish to engage and empower their employees. In 2019, Jeff founded All-Star Academy, where he teaches entrepreneurs how to build their dream team and automate their business.

Jeff believes your dream business shouldn't keep you from living your dream life. Like many entrepreneurs, Jeff reached a tipping point where he was no longer running a business, the business was running him. But it wasn't until he burned-out at work, became a new father, and suffered crippling anxiety after the sudden loss of his sister, that Jeff recognized he wasn't living his best life. With a clear goal of wanting to spend more time with his growing family and less time doing the things that drained him at work, Jeff set out to reclaim his freedom.

Over the next several years, Jeff developed the necessary people and systems to successfully free himself from the day-to-day operations of the business. Along the way, he also rediscovered his passion for coaching and created a framework for others to follow. All-Star Academy's flagship online course is currently in development and set to launch in 2021. With his work at the intersection of organizational culture, leadership, strategic planning, and time-management, Jeff's on a mission to help entrepreneurs build a business and a life they love. Jeff resides in Alberta with his wife and 3 children.



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MARK BARBOUR

As CEO of Crystal Cure, a licensed producer of Cannabis located in beautiful Shediac Cape, New Brunswick, Mark Barbour leads a unique company that is vertically integrated from “soil to soul”. Having been successful in obtaining cultivation, processing and sales licenses from Health Canada, Mark and his team are excited to bring their product to market. He and his team have spent several years creating and perfecting their own blend of organic living soil which they not only farm their own cannabis in, but offer to amateur and professional customers also for them to use.

The company will offer a variety of cannabis-derived products, farmed only in their own organic living soil (@adonislivingsoil), and will never irradiate their product. What that means for the customer is the flower expresses itself exactly the way it should, naturally. “This blend of soil allows the team to avoid using man-made amendments, which allows the cannabis plant to express itself as it’s meant to be grown. The only thing we add throughout the entire cycle is water. It’s the closest thing to Mother Nature you can get.”

Mark is a hands-on leader of a small team that embraces the philosophy of “one team, one dream.” In addition to overseeing daily operations, he is involved in the day-to-day work as well,

getting his hands deep into the soil, and key business functions such as harvesting, trimming, and packaging. “It’s fun. We’re a small team now, so it’s all hands on deck, and we all wear at least 4 hats. At the same time, we continue to scale up our operations, to not only have serve the Canadian market, but the international medical market also.



Doing the hands-on work makes me a stronger individual and leader and keeps me in tune with what my team needs. We say we’re one team, one dream—put titles aside and get done what needs to be done” he shares.

Mark joined Crystal Cure in 2019, with a background in the cannabis and beverage alcohol space, and 17 years of experience in communications, public relations, and stakeholder engagement. As part of the New Brunswick cannabis implementation team for three years, he worked on building the Cannabis NB retail space which was showcased at the World Cannabis Congress in 2017 as one of the first government retailers to show what a government retail space would look like worldwide. This experience allowed him to, not only gain valuable insight into the cannabis retail landscape, but an understanding of the regulations, laws, and policies, which help him immensely as he leads an exciting cannabis producer poised to change the industry.

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MATTHEW ALLEN

Matthew Allen is a unique combination of entrepreneur, engineer, and executive — a powerful blend that has driven his success throughout his career. With over 20 years of experience as an executive business leader and expert environmental health and safety professional, he currently serves as president of the Americas for SAI Global providing integrated risk management solutions in assurance and learning, overseeing a combined staff of 500 and directing the regional growth strategy and overall operations. A self-declared student of Good to Great, he believes in leading from the front to build accountable team cultures with a data-driven and people-centric management style.

Matthew is natural “leader of leaders” with an extensive recruiting and coaching track record. With his entrepreneurial spirit and passion for talent development in the science and engineering space, he started his own successful technical and executive search business. He is also a licensed professional chemical

and materials engineer in Canada (P.Eng.) and a certified health and safety consultant (CHSC) with extensive industrial and commercial experience in the areas of assurance, compliance, sustainability, and risk management.

Prior to joining SAI Global, he served in executive leadership roles for large corporations, including global VP of operations for a FTSE-traded TIC company, where he led 400 regulatory compliance and assurance experts across 15 countries. He also held positions of partner and practice lead at a forensic engineering firm, and progressive project and team management roles in the infrastructure consulting and environmental engineering sectors. Some might call him an industrious Renaissance man. Some might see him as a rare breed among leaders—a scientific thinker with the mind of a CEO. One thing is certain—Matthew is leading the way to drive growth and transformation across the industry.

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AMIE REIMAN

Amie Reiman is CEO and founder of Hip Lives, Inc., a company dedicated to the marketing and business consultancy in the fields of health and wellness. The My Hip Life platform serves as an online resource for information, testimony/ cannabis education, parenting, health care, self-love, self-care, and living. As a single mom with a special needs son and living proof that difficult roads often lead to beautiful destinations, Amie is an entrepreneur with boundless energy. She is also a sales driven marketing professional with over 10 years of experience. Amie connects with people in their lives differently. “I’m a door opener by nature. I’ve been aligned with the right people, and that has allowed us to grow. This is the foundation for Hip Lives—creating synergy and offering a turn key networking, marketing and business development platform,” she explains. Amie has driven this message over many woman centric platforms through speaking engagements and was recently a contest winner for *Most-Listened-To Pod Story* on a popular Cannabis podcast in the U.S.



Amie founded Hip Lives in 2019 in Toronto, Ontario. My Hip Life is the driving force for social and PR engagement through blogs, podcasts, and collaborations with her audience. Amie works to support the growth for various industries. Initially founded with a cannabis focus, Amie now grows opportunities for strategic partnerships, brand building, product manufacturing, supply agreements and investments in multiple industries. Through her years of experience in building businesses across multiples stages, she has been able to drive sales by connecting the right individuals and expand distribution networks worldwide. As a relationship expert, she is able to unlock opportunities which large corporations fail to execute. This is largely due to her tireless efforts on truly understanding the intricate needs of her clients. Amie attributes the success of Hip Lives in great part to her commitment to transparency. “I think there is a genuine quality behind Hip Lives that is truly me. I’m not perfect, life isn’t perfect, and we’re not saying our way is better, but just being honest and who you are, and open about the way I live life has taken my personal and business life in the right direction. It has been a great journey.”



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MANOJ SINGH

A seasoned business leader, Manoj Singh has worked over 25 years in the technology industry. In addition to holding master’s degrees in both mechanical engineering and business administration, he has extensive experience in automotive and cleantech. As the founder and chief executive officer of Acuva Technologies Inc., Manoj specializes in technology commercialization, market and business development, strategic partnership formation, business and strategy planning.

Headquartered in British Columbia, Acuva Technologies has been one the leading ultra-violet LED disinfectant technology companies in the world since its founding in 2014. As CEO, Manoj has increased the staff to 28 people with offices in Europe, China, Canada. Using ultra-violet LED as the radiation source, the company creates water disinfection systems, which are primarily used to purify drinking water. Since they do not require a lot of power or maintenance, the systems have solved the problem of drinking water globally and are now sold throughout 20 countries.

Recently, Acuva has also ventured into surface and air disinfection. Rather than trying to filter or block microorganisms with cloth or other materials, the company is developing a face mask with a built-in UV-LED disinfection system that eliminates incoming micro-organisms like bacteria and viruses in real-time as the user is breathing the air in. The new product will be available in August/September 2020.

According to Manoj, his mission for Acuva is to grow the sustainable technology company while continuing to make the world a better place. He and his team members are dedicated to creating new systems and healthcare products that will offer the highest performance at the lowest cost.



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LISA ANNA PALMER

Lisa Anna Palmer is founder and CEO of Cattelan Palmer Light Your Leadership Institute. She is also author of the new international bestseller, *Light a Fire in Their Hearts: The Truth About Leadership*, endorsed by world renowned experts, including three *New York Times* bestselling authors and Dr. Warren Shepell, one of the fathers of Employee Assistance Programs and Mental Health in The Workplace. As a passionate leadership expert, her vision is that together, we can make the world a better workplace. To this end, Lisa delivers talks, coaching, and training to high performers from all backgrounds so they can shift their mindset and give rise to a generation of great people leaders. “With

the current pandemic, it’s critical for leaders to put people first by making employees feel safe, cared for, and well equipped to deal with massive disruption. My mission is to cultivate great people leaders who know how to connect with employees and colleagues at the human level. Through their compassion, courage, and competence, these leaders ignite engagement and help employees see the value and meaning they bring, so that they want to be and do their very best. This is how we grow healthy and sustainable workplaces. Healthier workplaces will lead to a healthier planet for all,” she explains. With over 25 years of experience within senior human resources and organizational development roles, a degree in psychology, and a cache of industry credentials, Lisa Anna founded her Ottawa-based HR consulting company in 2011. Today, the Cattelan Palmer Light Your Leadership Institute helps clients thrive as great progressive leaders. “We accompany our clients on every step of their leadership journey, from aspiring leader to chief executive,” she shares. A trusted advisor for leaders at all levels, from team leaders to CEOs, she is particularly focused on the underserved population of emerging leaders—the person who is just getting ready for a promotion and who will now be responsible for a team, middle managers, and new directors. “Many high performers get promoted into management roles without having invested the time and energy necessary to develop the proper mindset or build the necessary skills to lead employees, colleagues, and management. At the same time, they are advised to ‘go forth and inspire and engage,’ and then left to figure it out on their own.” In her book, Lisa Anna helps people figure out what the leadership journey is all about. Through her own personal stories as well as stories from over 30 great leaders who share their wisdom, she helps emerging leaders successfully transition to their new roles and succeed by putting people first. Lisa is a Certified ProActive Coach, Certified Passion Test Facilitator, Cross-Cultural Competencies Facilitator, and a Certified Expert Speaker. She is also a member of the advisory board for two start-ups dedicated to helping youth navigate the career landscape, create a vision for a better and more sustainable future, and to support early leadership development. Learn more about *Light a Fire in Their Hearts: The Truth About Leadership*: <https://lisaannapalmer.com/light-a-fire-in-their-hearts>.

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ANGELA DENICE LAI

Angela Lai is described by her industry peers as a highly experienced construction professional with a commitment to excellence and a thoughtful approach to projects. She has established a stellar reputation as a leading professional quantity surveyor, who is a problem solver with a strong work ethic. Her diverse and broad experience in the construction consulting environment spans South Africa, the UK, and Canada. With over 18 years in the construction cost consulting industry, Angela has developed a broad skillset, encompassing cost management, management consulting, sustainability, and education. Today, as managing partner of Core Two Management Group in Vancouver, BC, she oversees the strategic direction of the company and their proficient team of professionals, providing consulting services for the construction and property industries. Core Two offers quantity surveying,

loan monitoring, project and development management, and specialist services advisory. Angela’s team consists of construction professionals who have extensive experience covering a wide range of sectors, both globally and locally. They are committed to providing outstanding service and maintaining the company’s values of integrity, innovation and intelligence. In addition to consulting, Angela is a well-recognized educator and academic. After graduating from the University of Witwatersrand in South Africa with a Bachelor of Science degree in quantity surveying and a master’s degree in property development and management, she pursued a full-time career as a lecturer, working for prestigious universities in South Africa and the U.K. She is currently an instructor at British Columbia’s Institute of Technology (BCIT), the School of Construction and the Environment, and Passive House Canada. Angela is also a facilitator/instructor for the Royal Institution of Chartered Surveyors (RICS), and the chair of assessors for the RICS’s professional exams. Angela has held many board director positions including the Canadian Institution of Quantity Surveyors (CIQS), the Royal Institution of Chartered Surveyors (RICS), and was most recently elected to the board of directors for the Canadian Association of Consulting Quantity Surveyors (CACQS). She is always open to new challenges and is committed to promoting her profession and mentoring young professionals in the construction industry. Among her many other attributes are Angela’s accomplishments as an author, having written numerous publications and papers. She is a frequent contributor to *The Construction Economist Magazine*, the official publication of the Canadian Institute of Quantity Surveyors.

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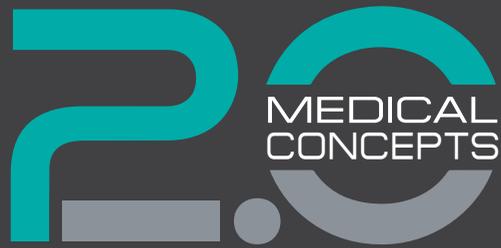
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