



WIM
CONFERENCE 2018

Soar

reach new heights.
reach new heights.
reach new heights.



A LETTER FROM YOUR

Co Chairs

Dear Delegates,

Welcome! Since its establishment in 2010, Ivey's Women in Management (WIM) Club has dedicated itself to supporting development, fostering relationships, and inspiring female leaders. Following the success of our first two conferences, Amplify and Momentum, WIM has put together our third annual conference, Soar, to inspire you, a new cohort of driven young women. This will be our most ambitious effort yet in fulfilling our mission, as we welcome external delegates from universities across Canada!

Our team has worked incredibly hard to put together two days of interactive and engaging programming. This year, we have partnered with firms that value leadership development and gender diversity in the corporate landscape. In addition, we welcome an amazing group of inspiring women as guest speakers. Our speakers and sponsors share our goal of empowering Canada's future female leaders and are excited to share their stories with you over the next two days!

Sincerely,

EDWINA & NATASHA
WIM Conference Co-Chairs

The word "Soar" is written in a dark red, cursive font. To the right of the word, three birds are depicted in flight, also in dark red, appearing to fly upwards and to the right.

reach new heights.

The Women in Management Conference is running for its third year, having followed in the footsteps of its past conferences, Momentum and Amplify.

“One way to keep momentum going is to constantly have greater goals”

Our inaugural theme was a challenge to build personal momentum and to strive for personal and professional goals. Looking more broadly at women in the workplace, Momentum, also celebrated the progress of women in business and acknowledged the challenges that still lie ahead.

“It only takes one voice, at the right pitch, to start an avalanche.”

Our second conference's theme, Amplify, celebrated how women in business have claimed their own voices in the workplace through different methods. Amplify highlighted the new challenges delegates would face as they entered the workplace—opportunities to make an impact and take ownership of their success.

“The future belongs to those who believe in the beauty of their dreams.”

This year's theme, Soar, challenges delegates to tap into their full potential through personal and professional development. To soar is to learn to rise on the threshold of unknown worlds. Likewise, we hope you will benefit from engaging workshops, inspiring speeches, and strategic career planning sessions. Through these activities, we hope to empower you to ask questions, develop skills, and connect with one another.

HIGHLIGHTS

160 Delegates

6 Workshops

8 Schools

4 Industries

12 Corporate sponsors

6 In-kind sponsors

3 C-Suite speakers and panelists

YOUR ITINERARY

FRIDAY

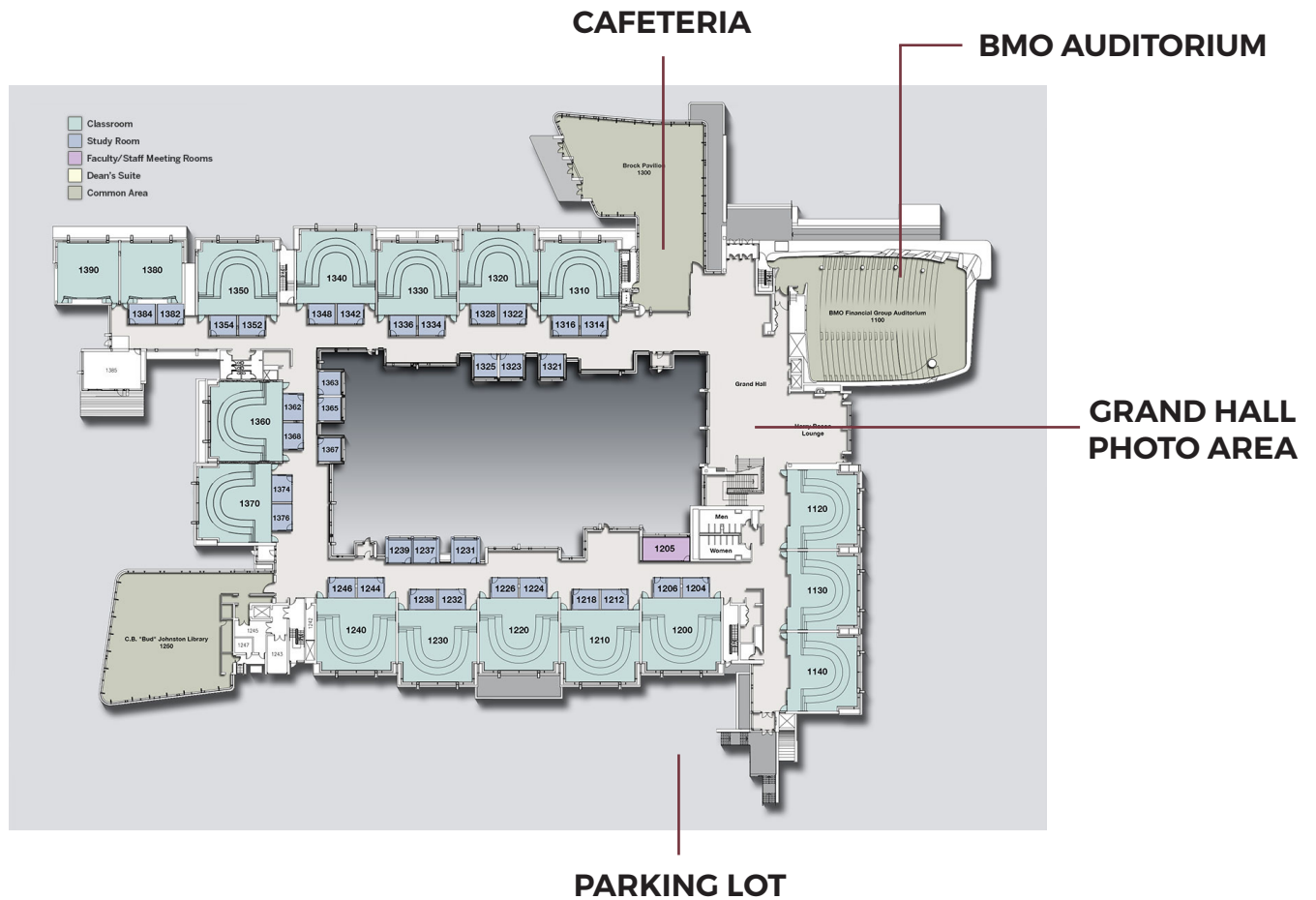
- 3:30-4:00PM** Check In
 - 4:00-4:30PM** Opening Ceremonies - BMO Auditorium
 - 4:30-5:30PM** Keynote Speaker - BMO Auditorium
 - 5:30-6:00PM** Networking with TD
 - 6:00-7:15PM** Accenture Workshop
 - 8:00-10:00PM** Networking Soiree at Joe Kool's
-

SATURDAY

- 8:45-9:00AM** Check In
- 9:00-9:30AM** Breakfast & Activity
- 9:30-10:30AM** Keynote Speaker - BMO Auditorium
- 10:35-11:20AM** **Rotation A1:** Workshop/Platinum Sponsor
- 11:25-12:10PM** **Rotation A2:** Workshop/Lunch
- 12:15-1:00PM** **Rotation A3:** Workshop/Lunch
- 1:05-1:50PM** **Rotation A4:** Workshop/Lunch
- 1:50-2:20PM** Social Break
- 2:20-3:05PM** **Rotation B1:** Platinum Sponsor/Panel/Life Coach
- 3:10-3:55PM** **Rotation B2:** Platinum Sponsor/Panel/Life Coach
- 4:00-4:45PM** **Rotation B3:** Platinum Sponsor/Panel/Life Coach
- 4:50-5:35PM** Keynote Speaker - BMO Auditorium
- 5:35-5:55PM** Closing Ceremonies - BMO Auditorium

LOGISTICS

Any questions about the day? Shoot us a message on WIM's FB page!



THANK YOU, *Ivey*

For allowing us to host our third annual conference here. We are excited to showcase our school to both new and returning guests.

KEYNOTE SPEAKERS

MARIA MAVROYANNIS



Maria Mavroyannis joined the Agency from the Ontario Ministry of Finance, Tax Benefits and Administration, where she has held the position of Assistant Deputy Minister, Strategy, Stewardship and Program Policy since 2015. Maria has more than 25 years of experience in the field of business planning, law, corporate governance, tax and finance compliance as well as audit and risk management in both the private and public sectors. She is a respected leader appreciated for her collaborative approach. Maria holds Bachelor degrees in Social Sciences and Arts from the University of Ottawa (Economics and Psychology), a Juris Doctor degree from the University of Ottawa, Faculty of Law as well as a Master of Laws in Tax and Corporate Finance from Osgoode Hall Law School.

SAMRA ZAFAR

Samra Zafar is an award-winning International Speaker, Community Leader, Scholar, Author and Entrepreneur. She is a top graduate from the University of Toronto, where she won several prestigious awards and scholarships. She now serves as the youngest Alumni Governor for the University, while pursuing a rewarding career in commercial banking at Royal Bank of Canada. Samra speaks on a wide variety of topics including authentic leadership, resilience, women empowerment, diversity and inclusion, gender inequality and violence, youth empowerment, and mental health. Her speaking portfolio includes two TED Talks, Amnesty International, WE Day, Women's Business Network and many major corporations, associations and non-profits across North America and beyond. Samra's book, being published by Harper Collins, arrives in bookstores across Canada in March 2019, and international rights are currently being sold.



SANDRA HENDERSON

Sandra Henderson is the Chief Operating Officer for the U.S. Wealth Management business. She leads the National Office Team and oversees the planning, development and implementation of product and service strategies for BMO Financial Group's U.S. Personal Wealth businesses. Her responsibilities include driving the evolution of the Private Bank to serve the unique and continually evolving needs of affluent individuals and families, through a highly personalized, relationship-focused approach. Sandra is a current member of Ottawa Hospital Foundation, the IWF Canada Board (International Women's Forum) as well as of the W.I.S.E. Leadership Advisory Board (Women in a Supported Environment) - a BMO employee resource group dedicated to supporting women in leadership development roles.



PANELISTS

ILIANA ORIS VALIENTE

Iliana is the Canada Innovation Director and Canada Blockchain Lead. The Innovation Hub leverages all our global innovation expertise, tools, and investments to co-create with our Canadian clients on their most valuable opportunities. The Innovation Hub helps clients get to results quickly by rapidly working with them to discover, design, co-create, prototype, and scale in a creative and energetic environment. The Hub simplifies how we engage and deploy our leading innovation enablers including Liquid Studio, Fjord, AI, Blockchain, Bloom, and New IT.



JANICE LIU



Janice is the Vice President of Digital Solutions at Cossette Media. Janice leads a team that drives digital and technology strategy for all of their clients across Fin Serve, Telco, eCommerce, Cannabis and more. Janice has led and managed large cross-functional teams to achieve business objectives on both the agency as well as client side. At her previous role as Head of Digital Personalization on the CIBC digital strategy team, Janice led teams that developed and executed on short to long term digital sales strategies to achieve overall sales goals. Janice has over 10 years of experience in digital marketing, with a heavy focus on performance and acquisition programs to drive sales and brand building strategies that bring new entrants into the market. Janice is passionate about technology and the ability to leverage digital interactions to drive personalized, customer-centric experiences.

LEXI MILES

As a management consultant who frequently travelled cross-border, Lexi Miles recognized a void in the Canadian market for high-end and efficient waxing services at competitive prices. Inspired by European formulas for hard wax that made the waxing experience quick and comfortable, she boldly stepped into a new career as she launched beauty destination WAXON Waxbar in 2012 for both women and men on the go. Now, rebranded as WAXON Laser + Waxbar with the introduction of Laser hair removal services, WAXON has 13 locations nationwide and major plans for expansion in 2018. Lexi leads and manages all aspects of the WAXON business – everything from new location openings, expansion of WAXON's signature product line and day-to-day operations of existing locations, to marketing and social media.

A champion for empowering women in business, Lexi has been a speaker for various organizations across Canada, providing entrepreneurial advice and inspiration to aspiring female leaders.



SARAH RICHARD

Sarah Richard is the Chief Product Officer at Carrot. As one of the co-architects of Carrot Rewards, she has designed and developed the award-winning app from conception to release and beyond. Sarah currently leads product strategy and user acquisition. She holds a BSc from McGill and an MBA from Ivey Business School.



MELISSA MCINERNEY

Melissa McInerney is co-founder and CEO of tbk Creative, an international award-winning web design and digital marketing agency with 28 full-time team members who build technology, digital and creative solutions. Companies that trust tbk Creative include: 3M® Canada, Hino® Motors Canada, Jiffy Lube® Ontario (59 stores), Yogen Fruze®, Lerners LLP and more. To date, her work as Chief Creative Officer has been awarded 18 international awards. As CEO at tbk Creative, she has stewarded the company to achieve over 20% annual growth each year over the last four years. Further, the company has won many prestigious awards including winner of “Small Business of the Year” at the 2016 London Chamber of Commerce Business Achievement Awards and being ranked No. 35 on PROFIT Magazine’s 2013 PROFIT HOT 50 list.



TRUDY FAHIE

As President and Chief Executive Officer of Walmart Canada Bank, Trudy oversees the company’s growing catalogue of financial services offerings. Trudy developed the strategy for Walmart Canada to expand into the financial services space, including creating and gaining regulatory approval for Walmart Canada Bank, which launched in 2010 with the Walmart Rewards MasterCard, the fastest growing retail credit card program in Canada.

Trudy is a member of the Ivey Business School Advisory Board, the Board of Directors for Walmart Canada Bank, the Kensington Health Centre Board and previously sat on the Financial Services board for Walmart Chile and was Chair of the Board of the Toronto Cricket Skating & Curling Club. She is a graduate of the Ivey Business School at Western University and holds the Institute of Corporate Directors Designation.



LIFE COACH



FINKA JERKOVIC

Finka Jerkovic is a Certified Leadership Coach, Speaker, Facilitator and the founder of FINKA Communications Inc. Finka is also the Certification Program Director for How to Fascinate®. Finka helps her clients discover their “Brilliant Difference”, so that they can be valued for their true gifts, recognized for their contribution and make a meaningful difference through their work while living a lifestyle they want. She brings 25 years of experience in corporate Canada in the financial services industry, with roles in sales, leadership, human resources, strategy, training, and development. In her downtime, with her husband and daughter on their 85-acre homestead, you’ll find them living a farm to table lifestyle and brewing up essential oil blends from their lavender field.

Finka believes when you bring authentic leadership, a mission-based mindset, and energy over time management approach to your work, you can achieve inner fulfillment, outer success and leave a transformational impact in your work and life.



**WE STAND FOR
DIVERSITY OF
PEOPLE,
EXPERIENCES,
AND IDEAS.**

Accenture is proud to be the Diamond Sponsor of Ivey's Women in Management Conference. At Accenture, the power of diversity is one of our greatest strengths, and inclusion is fundamental to our success. We are honored to be ranked #1 on the Thomson Reuters Diversity & Inclusion Index and to be named one of Canada's Best Diversity Employers. Learn more at [accenture.ca/diversity](https://www.accenture.ca/diversity)

**accenture**

OUR SPONSORS

Bell

Canada's communications leader for 137 years, Bell continues to transform itself to provide more value to its customers and shareholders. With team members located across Canada, working in thousands of locations in urban and rural areas, our diverse team is made up of individuals who are highly skilled in a broad range of jobs, working in an environment designed to nurture an engaged workforce and a performance-driven culture. We focus on attracting, developing, and retaining the best talent, as well as creating a positive employee experience that drives high performance in our evolving business environment. Through workplace wellness initiatives – including innovative mental health programs – and by celebrating diversity in the workplace, we reinforce our commitment to create an inclusive atmosphere for all team members.

Bell's Graduate Leadership Programs give new grads the perfect opportunity to kick-start their careers, giving you the opportunity to explore the business and learn what you want to do. As part of the Grad Program, you will work at the forefront of innovation, bringing technologies like Fibe, Alt TV, cloud computing, and IoT to consumers and business customers on Canada's best networks.

Deloitte.

Deloitte provides audit & assurance, consulting, financial advisory, risk advisory, tax and related services to public and private clients spanning multiple industries. Deloitte serves four out of five Fortune Global 500® companies through a globally connected network of member firms in more than 150 countries and territories, bringing world-class capabilities, insights, and service to address clients' most complex business challenges.

Deloitte understands the importance of Diversity and with it the need for empowering and advancing women. Through various motivational initiatives, mentorship, regular informal meetings and workshops, we aim to attract, develop and retain talented women in Deloitte. At Deloitte, our women are CEOs and business owners. At Deloitte, our women are leaders.

Strategy & Operations Practice: Deloitte Consulting's S&O practice works with senior executives to help them solve their most challenging problems by bringing an approach to executable strategy that combines deep industry knowledge, rigorous analysis, and insight to enable confident action.

Financial Advisory Practice: Deloitte's Financial Advisory practice delivers highly specialized advisory solutions to clients facing critical business events and financial transactions where significant value is at stake.



ONTARIO TEACHERS' PENSION PLAN

The Ontario Teachers' Pension Plan (Ontario Teachers') is Canada's largest single-profession pension plan, with \$193.9 billion in net assets at June 30, 2018. It holds a diverse global portfolio of assets, approximately 80% of which is managed in-house, and has earned an average annualized rate of return of 9.9% since the plan's founding in 1990, to December 31, 2017. Ontario Teachers' is an independent organization headquartered in Toronto. Its Asia-Pacific region office is located in Hong Kong and its Europe, Middle East & Africa region office is in London. The defined-benefit plan, which was fully funded as at December 31, 2017, invests and administers the pensions of the province of Ontario's 323,000 active and retired teachers. For more information, visit otpp.com and follow us on Twitter @OtpplInfo.



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We focus on making commerce better for everyone, so businesses can focus on what they do best: building and selling their products. Today, merchants use our platform to manage every aspect of their business – from products to orders to customers, selling online, in retail stores, and on the go.

BURGUNDY

ASSET MANAGEMENT LTD.

Burgundy Asset Management Ltd is a leading global investment manager providing discretionary investment management for private clients, foundations, endowments, pensions and family offices. Burgundy follows a bottom-up, value-driven investment approach supported by intensive fundamental research to achieve solid, absolute returns over the long term. The firm is looking to develop bright, strategic leaders and is excited to be meeting with you today!

Thank you to Burgundy Asset Management Ltd for the donation of The Confidence Code found in your gift bags!



LINAMAR

Power to Perform

Linamar Corporation (TSX:LNR) is a diversified global manufacturing company of highly engineered products powering vehicles, motion, work and lives. Linamar is made up of 2 operating segments – the Transportation segment and the Industrial segment, which are further divided into 5 operating groups – Machining & Assembly, Light Metal Casting, Forging, Skyjack and Agriculture, all world leaders in the design, development and production of highly engineered products. Linamar has more than 28,700 employees in 60 manufacturing locations, 8 R&D centers and 25 sales offices in 17 countries in North and South America, Europe and Asia.



TD is one of the largest financial institutions nationally, and the largest business employer locally with over 3800 employees in London. TD's goal is to be the better bank, with an aim to deliver legendary customer experiences and trusted advice, while providing products and services responsibly, safely and seamlessly.



**CPP
INVESTMENT
BOARD**

CPPIB is a professional investment management organization that invests the funds of the Canada Pension Plan on behalf of its 20 million Canadian contributors and beneficiaries. CPPIB is recognized internationally as a leading example of sound pension plan management. CPPIB is independent of the Canada Pension Plan (CPP), operates at arm's length from federal and provincial governments and is guided by an independent highly qualified, professional Board of Directors.



Dream has grown a lot since its start in 1994, becoming one of Canada's leading real estate companies with ~800 employees and approximately \$14 billion of assets under management in North America and Europe. The scope of the business includes residential land development, housing and condominium development, asset management and management services for four TSX-listed funds, investments in and management of Canadian renewable energy infrastructure and commercial property ownership.



Nielsen is a global information and measurement company that studies consumers in more than 100 countries. Whether it is markets in the next town or across continents, Nielsen is able to understand the importance of knowing what consumers watch and buy. Women In Nielsen helps shape and sustain a diverse and inclusive business culture that values the talents and perspectives of women. WIN plays an important role in the recruitment, development, and retention of women at Nielsen.



CPA Ontario is an educator, thought leader, regulator, advocate and provider. We protect the public interest by ensuring our members meet the highest standards of integrity and expertise. We provide pathways to the profession for aspiring accountants from around the world and we engage in our community as a responsible corporate citizen.

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EST. 2013

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Co-Chair



Betty Wang
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Rebecca Guan
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**Alexandra (Lexy)
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