

# INTOUCH

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## EMBRACING CHANGE

Dean Sharon Hodgson believes in transparency and collaboration when faced with disruption in the world of academia

*Also in this issue*  
**THE FUTURE OF  
ELECTRIC VEHICLES  
+  
ALUMNI  
PODCASTS  
+  
CLASS OF 2019**



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Meet this year's graduating class. Hear about their Ivey experiences, and see their class stats.

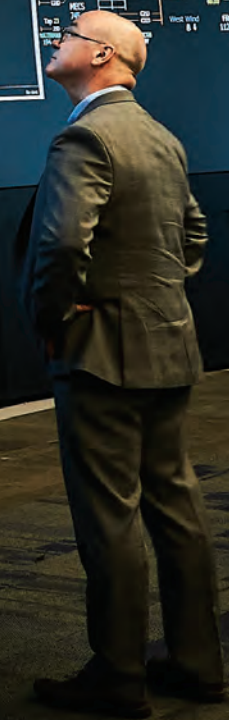
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Loyal donors provide vital support for scholarships, transformative learning, and programs.

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Ashley Ching, HBA '14, signed off from an office job in marketing to launch a high-end calligraphy business.



## INTOUCH

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*Intouch* is published by the Department of  
Advancement at the Ivey Business School, Western  
University, London, Ontario, Canada N6G 0N1.

*Intouch* welcomes input from all alumni from letters  
to the editor to ideas on themes. Please send all  
address changes to Advancement, Ivey Business School,  
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Cover Photo: Nation Wong



# Editor's Note



PHOTOGRAPHER: NATION WONG

The Ivey Business School recently embarked on its next chapter with the appointment of Sharon Hodgson as our new Dean. Sharon has worked with several Fortune 100 clients to drive some of the largest digital transformations in the world, delivering hundreds of millions in benefits. We are honoured to have Sharon lead our School through the Age of Disruption. She brings a remarkable ability to inspire, engage, and maximize the potential of leaders, teams, and organizations. In this issue, you'll have the opportunity to meet Sharon in an in-depth interview (see page 14).

Some readers may have already met Sharon in person when she joined alumni in Montreal for the Global Ivey Day (GID) celebrations in May. It was the 10th anniversary of the annual event, and over the past decade, GID has engaged more than 10,000 alumni from every corner of the globe, and the momentum continues to grow (see page 40).

As part of the 10-year celebration, the Ivey Alumni Network introduced a new award – the Ivey Alumni Achievement Award – to recognize an outstanding business leader who upholds the highest standards set forth by the Ivey Pledge, and the School's mission statement. Here, you'll meet the inaugural recipient, Sukhinder Singh Cassidy, HBA '92 (see page 42). I think you'll agree that Sukhinder embodies everything the new award stands for, and that she has set the bar high for future honourees.

You'll also hear from other alumni doing outstanding work, including seven professionals who are making an impact on the electric vehicles industry (see page 18), and two producers who are harnessing the power of podcasts to inspire and educate listeners around the world (see page 28).

Finally, I'd like to offer congratulations to the Class of 2019 (see page 24). The diversity of our graduates is one of the School's many strengths, and I'm thrilled to officially welcome these newest members to the Ivey Alumni Network.

### Terri Garton

Editor-in-Chief  
Director, Alumni Relations



PHOTOGRAPHER: DM WEDDING



# Duet

Meet two Ivey professors who work closely together

# Leading the Way

*Professor Mary Crossan, MBA '85, PhD '91, and Assistant Professor Lucas Monzani research the importance of leader character.*

By Nicole Laidler

Although Mary Crossan and Lucas Monzani have very different backgrounds, they joined forces, along with Professor Gerard Seijts, to carry out groundbreaking research that seeks to define and elevate leader character and commitment as pillars of leadership excellence.

Crossan grew up in London, Ont. and went to Western University because it had the best volleyball team in the country. Despite many opportunities to make her life elsewhere, she says there's always been something that kept her coming back.

Today she holds the Paul MacPherson Chair in Strategic Leadership and is a Distinguished University Professor — a title that recognizes excellence in teaching, research, and service over a substantial career at Western.

Monzani was born in Argentina where he became a licensed clinical psychologist before travelling the world and earning his PhD in Psychology of Human Resources from the University of Valencia. Today, he is an Assistant Professor of Organizational Behaviour.

## Why Ivey?

**Crossan:** Ivey has this synergistic relationship between teaching, research, and practice that you don't find at other business schools. It allows you to take on some of the biggest challenges society faces.

**Monzani:** Mary was my mentor for my postdoctoral work. I had the opportunity to see the type of work I could do here at Ivey and I really loved it.

## Are leaders born or made?

**Crossan:** Leadership is a combination of character, competence, and commitment, so not only can you develop it, we know how to develop it.

**Monzani:** There are a number of studies with identical twins. They found that only 50 per cent of leadership emergence can be explained by genetic factors — all the rest is culture. So, everyone has the potential to be a leader, but not everyone will become one. Leadership is a habit of being.

## If you could have dinner with any leader, past or present, who would it be and why?

**Crossan:** Nelson Mandela. His 27 years of incarceration seemed to strengthen his character rather than weaken it.

**Monzani:** Julius Caesar. He is a fantastic example of the corruption of power.

“Leadership is a combination of character, competence, and commitment, so not only can you develop it, we know how to develop it.”

—Mary Crossan

## Is there one pitfall leaders must avoid in order to achieve success?

**Crossan:** Any dimension of leader character operates like a vice when not supported by the other dimensions of character.

**Monzani:** Hubris. We have known this for 3,000 years but it is still prevalent.

## Name two books all leaders should read.

**Crossan:** *Friendly Fire: The Accidental Shootdown of U.S. Black Hawks over Northern Iraq* by Scott Snook and *The Quantum and the Lotus: A Journey to the Frontiers Where Science and Buddhism Meet* by Matthieu Ricard and Trinh Xuan Thuan

**Monzani:** *Animal Farm* by George Orwell and *Uberland: How Algorithms Are Rewriting the Rules of Work* by Alex Rosenblat

## If you were not an academic, what would you be?

**Crossan:** If there was something I loved more, I would have done it.

**Monzani:** A United Nations (UN) consultant. I was an intern with the UN in 2008. The values it stands for are a worthy pursuit.





Professors Mary Crossan (right) and Lucas Monzani (left) in front of *Heterotopia* (2012) by Fiona Ackerman, located on the first floor of the Ivey Business School.



# Ivey Buzz | @iveybusiness

Ivey's social media feeds are filled with big success stories. Check out these highlights:




**iveybusiness**

579 Likes

Today our Ivey MBA students wore white in support of the victims of the recent Sri Lanka attacks. Kudos to Ivey MBAA 2020 for organizing a fundraiser for @redcrosscanada relief efforts #ivey #iveyMBA #SriLanka

View all 2 comments April 25



**Ivey Business School**  
March 16, 2019

Congratulations to Will Malisch, HBA '19, on his gold medal at the university games!

IVEY.UWO.CA  
Focus on the goal: Will Malisch, HBA '19, wins snowboarding race at university games

100 1 Comment • 8 Shares


Like Comment Share



**Ivey Business School** @iveybusiness • 2019-06-11

Ivey alumni have joined the MBAs at Get Connected to share their experience as international students finding their first roles in the Canadian market.  
[#iveygc](#) [#iveymba](#)


1 10



**Ivey Business School**  
49,480 followers

Today, on Global Ivey Day, we celebrate what it means to be an Ivey grad.

197 • 4 comments • 8,319 views



**Ivey** #IWD2019

IVEY INTERNATIONAL WOMEN'S DAY EVENT  
BUILDING THE BUSINESS CASE FOR GENDER BALANCE

"The business case for diversity has been made for decades. We need to push further. Not because it's the business thing to do, but it's the right thing to do."  
- Melissa Sariffodeen, HBA '10

Send message

Join the Ivey Alumni Network and Ivey Business School on your favourite social network. Complete list found at [go.ivey.ca/social](http://go.ivey.ca/social)



## #IWD2019

# Recognizing women in leadership

Ivey honoured International Women's Day with a sold-out event in Toronto featuring a distinguished panel of alumnae. The MBA Women in Management Club also hosted a fundraiser with faculty, students, and staff.

### Alumni achievements

Six Ivey alumni were honoured on Canada's Top 40 Under 40® 2019: Robert Cherun, HBA '04 (Stealth Monitoring); Justine Janssen, HBA '09 (Ceridian); Parag Shah and Frank Spano, both HBA '04 (NewAge Products); Jocelyn Mackie, HBA '03 (Grand Challenges Canada); and Nicole Verkindt, HBA '07 (OMX).



### Supporting sustainable businesses

Assistant Professor Diane-Laure Arjaliès was nominated to the United Nations (UN) Global Compact Expert Network, an advisory group that supports business in advancing sustainability and contributing to UN goals.



### Digitally savvy leaders

Ivey recently launched a new MSc in Digital Management stream focused on developing leaders who can combine technology and business. The inaugural class begins in January 2021.



### Inspiring First Nations entrepreneurs

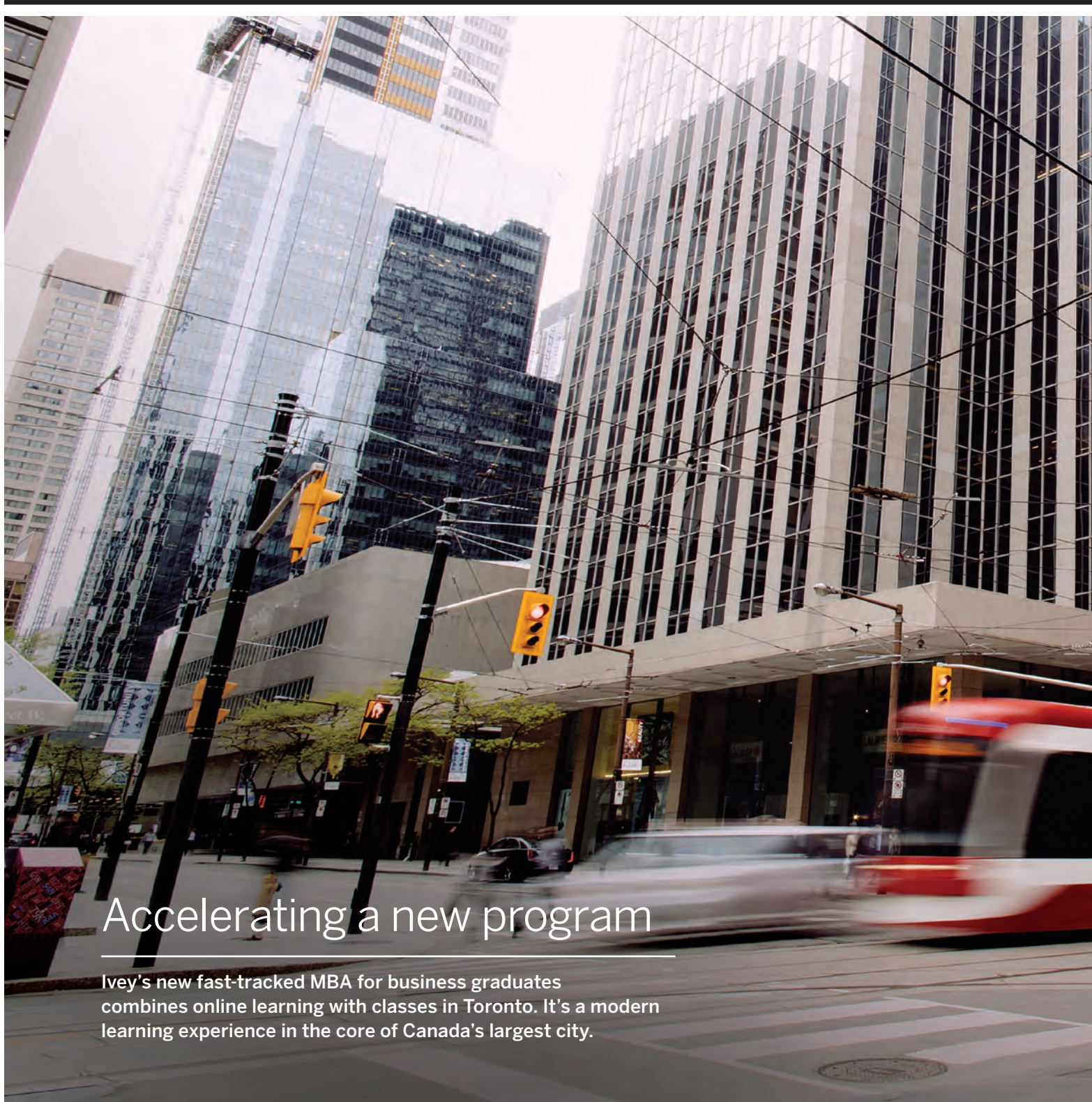
The LEADER Project, Ivey's student-led international economic development program, worked with First Nations youth and entrepreneurs in the Yukon.



Visit [ivey.ca/news](https://ivey.ca/news) for more on these stories.



# Ivey Buzz | The Big Picture



## Accelerating a new program

Ivey's new fast-tracked MBA for business graduates combines online learning with classes in Toronto. It's a modern learning experience in the core of Canada's largest city.





PHOTOGRAPHER: GABE RAMOS/IVEY BUSINESS SCHOOL

## Transforming business education in Africa

Since 2012, Ivey's *Ubuntu Management Education Initiative* has been transforming education in Africa. The elective course led by Associate Professor Nicole Haggerty, HBA '89, PhD '04, sends HBA students to schools throughout Africa to demonstrate case teaching and develop new business cases. In addition, 12 African students have come to Ivey on international exchange through the program. Here's a look at the impact to date.

GHANA

ETHIOPIA

KENYA

RWANDA

TANZANIA

# u•bun•tu:

(often translated as)

**“I am what I am,  
because of who we are.”**

# 22

African business cases published

# 225

African university faculty members in Ivey Case Teaching and Case Writing professional development sessions

# 3,800+

Total African students participating in the program to date



# Passions

Don Steele, MBA '77, is Chairman and CEO of Pacific BioEnergy. He's also an artist – painting and creating in his off-hours.

TELL US ABOUT YOUR PASSION! EMAIL [INTOUCH@IVEY.CA](mailto:INTOUCH@IVEY.CA)

Interview by Brenda Bouw



PHOTOGRAPHER: MATTHEW SHERWOOD

I don't view painting as a passion. To me, a passion is something that hurts and painting is something I just enjoy doing. It's a complementary expression that fits very well with having an engaged professional and personal life.

I have been drawing and painting for as long as I can remember. My mother did watercolours, so as a kid, I watched her turn a white piece of paper into something beautiful with deep blues, greens, and greys.

I took art throughout high school, then I stopped. When I graduated from Grade 12, I felt I had to make a choice – be a starving artist or go to university, get a degree, and maybe someday own a car and an apartment. Then life happened: a career, family, and travel.

In my 40s, I was encouraged by a business partner to start painting again, and I discovered that I can fit my painting in with an active business career. Ivey emancipated my thinking in the realm of business and probably assisted in giving me the confidence to try different things, including going back to school to study art. I attended Emily Carr University part time for 17 years, graduating with a BFA.

I see the creative process in business and with painting as the same thing. You have an idea, you work away at it and, eventually, you come up with something close to what you imagined. One difference is that in business, the cycle never ends. With a painting, I can sit down and take it from concept to reality and finish it off – perhaps even sell it. You actually have some control and closure.

Today, I try to paint pretty pictures devoid of deep intellectual constructs or meaning. People say my paintings are colourful and cheerful so I guess painting is an outlet for me as an optimist. I have sold about 80 works to date and donate the proceeds to art education programs for kids. I believe that all people – particularly kids – should be exposed to art. It energizes and opens your mind.



# Left Turn

Ashley Ching, HBA '14, signed off from an office job in marketing to launch a high-end calligraphy business.

MADE AN INTERESTING CAREER "LEFT TURN?" TELL US ABOUT IT! EMAIL INTOUCH@IVEY.CA

Interview by Mark Witten



When I tell people what I do, a lot of them likely wonder, “How is a calligraphy business viable?”

I started practising calligraphy as a hobby in April 2017 and didn’t think of it as a business at all. I was working 9 to 5 at an office job for a boutique marketing agency in Toronto. I planned campaigns for brands, with a focus on Asian diversity.

That summer I helped with a grand opening event for a new client, and decided to use calligraphy to write the place cards and menu. The food and fashion bloggers really liked it and suggested I put my art online to get some feedback.

After moving to Hong Kong, I spent time learning about the types of calligraphy and invested in different tools to experiment with. I started my own business, WRITEYEAH, in January 2018. “WRITEYEAH” is a word pun in Chinese, which translates to “JUSTWRITE.”

My first job involved leather painting guests’ names on Kurt Geiger handbags on-site for promotional events. I realized brands were willing to pay artists to do custom calligraphy because it made their brands stand out from others. My work was published in *Marie Claire HK* and *Harper’s Bazaar HK*. That gave me a big confidence boost to continue as a full-time business.

All my clients have found me through my website or Instagram account. I’ve done engraving on Dior products and calligraphy for NARS Cosmetics.

Big brands have the budgets to do creative, more experimental calligraphy work. I differentiate myself because of my versatility – I do engraving, leather painting, brush pen, heat foiling, embossing – and my willingness to try something different.

What I’m doing as a calligrapher is artistically and commercially sustainable. If you’re especially interested in a hobby, don’t underestimate its potential for a creative and satisfying career.

[ashleyching.ca](http://ashleyching.ca)



# Ivey Buzz | Big Wins

## Sharon Hodgson

Ivey's 10th Dean

**Appointed Dean of the Ivey Business School—**  
And Lawrence G. Tapp  
Chair in Leadership



**William Nguyen, Manoela Brito, and Naila Kassam**  
all MBA '19

**Global MBA student recognition—**  
*Poets & Quants* recently recognized three former students on the 100 Best and Brightest and Top MBAs to Watch lists.



**Donald Lang**  
HBA '80, LLD '19,  
Executive  
Chairman of  
CCL Industries



**Honorary degree from Western University—**  
The former Ivey Advisory Board (IAB) member was lauded at Western's 313th Convocation.

**Linda Hasenfratz**  
EMBA '97,  
LLD '19



**Named Western University's 23rd Chancellor—**  
The CEO of Linamar Corp. and IAB member was an honorary degree recipient at Spring Convocation.

**David McKay**  
MBA '92, LLD '19,  
President and  
CEO of the Royal  
Bank of Canada



**Honorary degree from Western University—**  
The head of Canada's largest bank was honoured at Ivey's Spring Convocation 2019.









# Embracing Change

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With expertise ranging from leading global businesses and running technology-enabled process transformations, to artificial intelligence and advanced analytics, Dean Sharon Hodgson was unanimously selected by Ivey's decanal committee to lead our School in the Age of Disruption. Following a 30-year career delivering results at IBM, PwC, and Andersen Consulting, she officially joined our community in May. Hodgson, who holds a Wharton MBA and an undergraduate degree from the University of Manitoba, recently sat down with Thomas Watson, Editor of the *Ivey Business Journal*, to discuss her career and vision.

**Sharon, welcome to Ivey. How have you spent your first months as Dean?**

The first few months for me have been about listening and learning from the Ivey community, and meeting our stakeholders. I attended various faculty functions and have spent time learning about our centres and institutes. I've also met with alumni, advisers, staff, and students. In fact, I've already taught a class on artificial intelligence. I have also been trying to set the right tone. Disruption is coming to academia and Ivey needs to be prepared to change in order to lead the way forward. So I want to foster a sense of urgency. But equally, I want people to feel that how we respond to the disruption will be through an open and transparent process.

**Describe your upbringing and how it influenced your life.**

My father served in the Air Force so my family moved a lot. It taught me to be comfortable with change and how to adapt to new situations. Since I continued to move around as an adult, my mother once called me "a global nomad." At first, I was a bit offended. Then I realized I didn't feel like a nomad because family support has enabled me to feel at home anywhere. In other words, moving taught me to see family as my anchor.

**How did your MBA impact your management style?**

It really reinforced my belief in an open and collaborative leadership style. I still get goosebumps thinking about a case that drove home the importance of including all relevant stakeholders in decision making. It involved deciding whether to let a race car compete, but you could fall into a trap of not consulting the actual driver – the one who had the most to win, or lose. Another case drove home the power of trust, and the importance of earning it before making big changes. It was about firefighters facing death by a fast-approaching wall of fire, and whether to trust a new and unknown leader. Those core messages have stuck with me, and trust in leaders has never been more important.



PHOTOGRAPHER: NATION WONG

**“Academia, like many industries, is under great disruption. Government, regulatory and market forces are changing the value and demand for a degree. My background is leading change and helping companies navigate disruptions for better outcomes. I want to do the same for Ivey – take a great brand and make it shine even brighter on the world stage.”**

—Sharon Hodgson

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**You have had an impressive global career as a consultant, partner, and executive. What has been your toughest role?**

The most challenging assignment so far was taking over the Canadian consulting business at IBM. The business was declining in both revenue and profit. Worse yet, our people were not engaged in the business or its success. Canada had the worst engagement scores of all of IBM's consulting businesses globally. Since consulting is a people business, I had to get these people back. Engagement is a really challenging thing to turn around, so I launched an effort to get

people feeling good again about what they do. We also brought focus to an unwieldy strategy. Our portfolio of offerings emulated the United States, in terms of the industries we covered and the solutions we delivered. But Canada has different needs, so we looked at the solutions we were offering and then only focused on areas that made sense and were actually deliverable in a Canadian context. I am proud to say that when I left, both profit and revenue were growing again, almost at double-digit rates, doing better than other business units. Our engagement scores also increased by the largest factors in IBM consulting businesses globally.

**You are one of the relatively few leaders with deep understanding of AI. What is the most misunderstood issue?**

When we talk about AI, there is a lot of focus on high-profile failures. That's not surprising because it's emerging tech and there are more failures than successes in early deployments. But the focus on failure is misleading because in my experience pretty much every project I've seen or been involved with, whether it's been successful or not, has taught us something. These pilot programs are not typically black-or-white experiments. They might be designed to solve a problem, but in the process of trying to achieve your goal, there are learning gateways you go through, and with each gate passed, intellectual value gets created. So every project out there, whether it is deemed a success or not, moves us forward.



**“Leaders need to be agile and curious, and they need to understand the importance of continuous education, because as technology changes our world, our jobs will continue to change as well.”—Sharon Hodgson**



PHOTOGRAPHER: NATION WONG

Dean Sharon Hodgson catching up with colleagues Mark Zbaracki, Associate Dean of Research (left), Terri Garton, Director of Alumni Relations (front right), and Larry Menor, MBA Program Director (back right).

I think that process of learning through pilots is massively misunderstood.

**What attracted you to Ivey, and what excites you most about your new role?**

Academia, like many industries, is under great disruption. Government, regulatory and market forces are changing the value and demand for a degree. You only have to look at the reduction in tuition, which was announced a few weeks before I started, and options such as mini-certifications and non-degree forms of management education. Plus, the expectations of our students and alumni are changing. They are seeking more personalized teaching, courses available anytime and anywhere, and more content focused on disruption. And technology disruption is opening up incumbency to non-

traditional competition such as Google, Amazon, and Apple. My background is leading change and helping companies navigate disruptions for better outcomes. I want to do the same for Ivey – take a great brand and make it shine even brighter on the world stage. At the core, it is the ability to positively impact our current and future leaders, and improve business education for all Canadians, that excites me most.

**Given Ivey’s core competencies, where do you see big opportunities?**

There is an opportunity to help strong leaders leverage disruption for good. Today, leaders need to understand and appreciate the potential of technology. By preparing them to capitalize on the power of humans *and* machines, we have the opportunity to raise outcomes in all

industries. Leaders need to be agile and curious, and they need to understand the importance of continuous education, because as technology changes our world, our jobs will continue to change as well.

**Ivey uses Case-Method Learning, which dates back to Socratic debate.**

**Do you see it as an advantage or disadvantage in the digital age?**

When talking to alumni, most describe a transformational experience, crediting the Case Method with teaching them to think analytically and seek input and debate, while giving them the confidence to face complex challenges. So, the Case Method is obviously a key ingredient in Ivey’s secret sauce. The trick for us will be maintaining our secret sauce in the digital age. We’ll have to experiment to get it right. ■



# SPEED BUMP

The evolution of electric vehicles – including where things stand today, and what the future holds.

By Shelley White





PHOTOGRAPHER: JAY WATSON

In 1900, electric cars were all the rage.

These battery-powered “horseless carriages” outsold gasoline and steam-powered cars that year. But then along came Henry Ford and the gasoline-powered Model T roared into the picture. By the 1930s, the electric car was dead, killed by Ford’s mass production of the internal combustion engine (ICE) and readily available cheap gasoline.

Fast forward nearly a century, and electric vehicles (EVs) are back. According to McKinsey & Company, global sales of new EVs passed a million units in 2017, and they predict 4.5 million units by 2020 – about five per cent of the global light-

vehicle market. Deloitte predicts 21 million EVs on the road by 2030.

In Canada, there were just under 100,000 EVs on the road in 2018. And though they still make up a small percentage of overall car ownership, EV sales grew by 125 per cent from 2017 to 2018. Powered by federal and provincial rebates devised as incentives to reduce greenhouse gas emissions and combat climate change, more and more Canadians are choosing to go electric.

It’s a movement that’s having a profound impact on multiple industries, and Ivey alumni are at the centre of the action, envisioning what a potential worldwide EV revolution could look like. →

## From Auto Manufacturer to Tech Company

“Electrification is the type of technology where you don’t really have a choice as to whether to adopt it or not – it’s either innovate or die,” says Safir Jamal, HBA ’11, Head of Strategy and Operations for the Ford X incubator.

It’s Jamal’s job to be at the absolute cutting edge of mobility innovation. The Ford X incubator was created in 2018 to help Ford envision, build, and validate its own startups. Employees worldwide are invited to submit venture proposals in areas like shared mobility, autonomous driving, vehicle connectivity, and electrification. Those with the best submissions are plucked from their day jobs to develop them in the incubator on a “shoestring” budget of \$400,000.

“The goal is that by the end, you can graduate certain ventures and turn them back over to the core business for additional resourcing to scale them up,” says Jamal, who’s based in Palo Alto, Calif. The incubator has about 40 people working on top-secret ventures.

Ford is committing \$11 billion to EV technology that will lead to 40 new hybrid and fully electric models to be released by 2022. It’s a big step for a company built on the ICE.

“The future of the auto industry really requires an identity shift from being industrialized companies to becoming tech companies,” Jamal says.

In Jamal’s view, electrification is a foundational technology for the future of transportation. He notes that Tesla has done a great job of putting EVs into the mainstream conversation, and now the price point has come down with products like the Nissan Leaf and Chevy Bolt. Meanwhile, when it comes to self-driving, or autonomous cars, everyone working in this space is doing it in the context of EVs.

“I think that we’re going to see an absolute extinction of the ICE vehicle. It’s just a matter of time before that entire transportation ecosystem shifts,” he says. “At Ford, there have been a lot of really exciting shifts in order to embrace a new identity as a tech company. And we’re not done yet.”

It’s a pro-electric mentality familiar to Brent Smith, HBA ’97, Deputy General Manager, Chief Marketing Management

for Nissan Canada. Smith notes that the Nissan Leaf is the world’s best-selling EV, having sold 400,000 units worldwide since its launch in 2010.

Electrification is a big part of Nissan’s corporate vision to become a leader in zero-emission vehicles, Smith says, and to “lead the pack” toward a zero-emission society. Switching from a gas-powered vehicle to an equivalent EV can cut greenhouse gas emissions by up to 90 per cent.

“The Leaf is also the embodiment of our corporate strategy for Nissan intelligent mobility,” Smith says. He points out that many of the company’s forward-looking technologies, such as semi-autonomous driving feature Pro-Pilot Assist, came out first on the Leaf.

Smith says he thinks the biggest challenge of selling EVs is awareness that they can deliver a mainstream driving experience. “What a lot of people don’t realize yet is that you don’t need

**“Electrification is the type of technology where you don’t really have a choice as to whether to adopt it or not – it’s either innovate or die.”**

—Safir Jamal, HBA ’11, Head of Strategy and Operations for the Ford X incubator

to make any compromises when you’re driving an EV; everything from great cargo capacity, to the latest infotainment, to overall comfort and convenience – these things are all present in zero-emission vehicles,” he says.



PHOTOGRAPHER: JAY WATSON





People can rent cars through Lyft with their Express Drive program, and Reardon says they are introducing 4,600 EVs to the platform. In Seattle, Lyft also offers riders the choice to request a ride in either a hybrid or EV with its Green Mode program, with plans to roll out the option in more cities in the future.

Reardon notes that Lyft is just at the beginning of the journey to provide more environmentally friendly options.

### A Question of Capacity

As more and more EVs end up on our roads and in our garages, it raises questions around how our current infrastructure will be able to handle it.

Chuck Farmer, HBA '86, is Director of Resource Planning for the Independent Electricity System Operator (IESO), a non-profit agency of the government of Ontario. He says IESO's role is to anticipate what the electricity infrastructure requirements will be for the next 20 years and whether there are gaps to fill.

Farmer says EVs have been on their radar for years.

"We've been planning for the build out of EVs since about 2015," Farmer says. "In our latest outlook, we're currently accounting for somewhere around a million EVs to be on the roads in Ontario by 2035. There's currently about eight million small passenger vehicles in Ontario, so that's quite a big uptake."

But even with that large increase, Farmer says it will affect Ontario's demand for electricity a lot less than people think. "We forecast that it will increase the demand in the order of one-to-two per cent."

However, EVs could potentially cause issues in a more local way.

"If everybody comes home from work and plugs in their car, then it's like rush hour on a highway. You've got everybody wanting the electricity at once and that peak can be a difficult thing to deal with," Farmer says. There are ways to mitigate these costs, he notes, such as incentivizing people to invest in timers so they can charge through the night.

While Farmer thinks they're "out in front" of any potential problems caused by a proliferation of EVs in the province, he notes that it can be difficult to forecast a tipping point for EVs because, "You only really see tipping points in the rearview mirror." →



### Ridesharing Goes Green

While electrification has transformed how clean driving can be, ridesharing is transforming who we ride along with. Some of the most prominent ridesharing companies, like Uber and Lyft, have been loudly declaring their support for EVs.

Joanna Reardon, HBA '09, Strategy and Planning Manager, Driver Operations for Lyft, says the company launched their Green Cities initiative to "take a stand" about the fact that transportation is one of the worst contributors to greenhouse gases. The initiative is a multi-million-dollar commitment by Lyft to purchase voluntary carbon offsets (such as planting trees and supporting wind farms), so that every Lyft ride is now carbon neutral.

That commitment ties into Lyft's support for EVs, Reardon says. "It creates this great accountability where the more shared rides we can offer in clean vehicles, the fewer carbon offsets we need to purchase."



PHOTOGRAPHER: JAY WATSON





PHOTOGRAPHER: NATION WONG

### To Believe, or Not to Believe

For all the people sure that EVs are on their way to take over the auto industry, there are others who approach the issue with a bit more caution.

Silvia Mok, EMBA '13, is Head of Marketing and Business Development at BASF, the world's leading chemical supplier to the automotive industry, where she is responsible for automotive coatings for BASF Asia Pacific. Based in Hong Kong, Mok says she is a bit more skeptical about how quickly "new energy vehicles" will dominate the automotive landscape, particularly in Asia.

"According to our intelligence, even by the year 2030, we believe more than 50 per cent of vehicles will still be gasoline, 20 per cent diesel, and 20 per cent plug-in hybrids. Only about 10 per cent of the total market would be battery-only vehicles."

Mok notes that in a country like China, the government has invested a lot of money into incentives for citizens to buy EVs. But the infrastructure is just not there yet, she says.

"When they build new condominiums in China – huge residential complexes –

**"If everybody comes home from work and plugs in their car, then it's like rush hour on a highway. You've got everybody wanting the electricity at once and that peak can be a difficult thing to deal with."**

—Chuck Farmer, HBA '86, Director of Resource Planning for the Independent Electricity System Operator

they do build in charging stations. But what about all the other old ones? They need to catch up with building the infrastructure."

In Mok's view, hybrids may be more likely to flourish in Asia than pure battery EVs. That's why BASF has chosen to produce active cathode materials for the lithium-ion batteries used in the

majority of EVs, but they also produce mobile emission catalysts for gasoline and diesel engines.

"We believe it will be a mix of a battery and the combustion engine," she says. "But it depends on factors like the willingness of the government to provide subsidies. If circumstances are right, I am sure EVs will take off."

Greg Zhao, MBA '05, Managing Director of EV Business for Panasonic China, also thinks that EVs are not quite where they need to be to displace ICE vehicles, and that consumers who are interested in EVs are likely to choose hybrids over pure-battery EVs for the foreseeable future.

"EVs can solve many problems, and pollution is a big issue in China," he says. "That's the good part. The negative part is the EV still cannot solve some of the user-experience problems, like the charging speed is still very slow."

Zhao says that the limitations faced by EVs are because of the "slow evolution" of battery technology.

"There's a consensus amongst most of the experts, including myself, that the current lithium-ion-based battery



has almost reached the last phase of its potential,” he says. “Maybe we will never be able to charge a battery in five minutes – maybe it will always be hours.”

Going forward, Zhao says there are two

possibilities to displace the lithium-ion battery: the solid-state battery and the hydrogen fuel cell (currently there are a few vehicles available that feature the fuel cell).

“A lot of companies and universities

are working on them,” he says. But while both hold the potential to improve EVs, “it’s not a hundred per cent for sure that the whole industry will go in that direction.”

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**“We believe it will be a mix of a battery and the combustion engine. But it depends on factors like the willingness of the government to provide subsidies. If circumstances are right, I am sure EVs will take off.”**

—Silvia Mok, EMBA '15, Head of Marketing and Business Development at BASF



PHOTOGRAPHER: DM WEDDING

### **A Need to Act Now**

While technology may hold the key to improving the performance of EVs and prompt mass adoption, there are those who say we don’t have time to wait to find out.

Juliane Schaible, MBA '94, is a Senior Economic Development Consultant in the climate change, energy, and clean tech branch for the Government of Manitoba, and she has been consulting on sustainability issues for over 20 years.

“Now is the time to rethink transportation,” Schaible says. “Because climate change action is so urgent, EVs are very important in reducing greenhouse gas emissions which are causing climate disruption.”

Any kind of large-scale switch to EVs will require a great deal of will and ambition from “that triad of the citizen, the businesses, and the organized structures of society to actually work together on it,” she says.

Schaible gives the example of Norway, where EVs are now outselling gas-powered vehicles. She points out that taxation has been a way to steer transportation policy in that country. Zero-emission vehicles are exempt from the 25-per-cent tax levied on gas and diesel vehicles, and they save on other costs, such as registration and ownership taxes, road tolls, ferry fares, and public parking fees.

These kinds of solutions could work in other jurisdictions, Schaible says.

“If there is one challenge in particular, it’s this presumption that the market can evolve slowly and naturally of its own free will,” she says. “The longer we delay becoming more resilient to climate change, and actually reducing the source of that pollution, the harder it’s going to be.”

Safir Jamal from Ford is optimistic that there’s a massive shift in consumer behaviour on the horizon. Just like the ICE saw the end of the horse-and-carriage era, we will be able to witness the transition to clean transportation.

“I can tell you personally that this is why I chose to build my career in this space,” Jamal says. “I think that the next five-to-10 years are going to shape the next hundred years of this industry.” ■

# Class of 2019

Meet our graduating classes, hear about their Ivey experiences, and see their class stats.

## MSc '19

THE MSc PROGRAM CURRENTLY FEATURES TWO STREAMS – AN INTERNATIONAL BUSINESS STREAM THAT PROVIDES STUDENTS WITH THE TOOLS TO LEAD IN AN INTERNATIONAL ENVIRONMENT, AND A BUSINESS ANALYTICS STREAM THAT BUILDS THE SKILLS NEEDED TO TURN TODAY'S REAL-WORLD DATA INTO INSIGHTS FOR BETTER BUSINESS DECISION-MAKING. A THIRD STREAM IN DIGITAL MANAGEMENT WAS LAUNCHED THIS PAST SPRING. BEGINNING IN JANUARY 2021, STUDENTS WILL GAIN THE KNOWLEDGE AND CONFIDENCE TO LEAD IN THE AGE OF DIGITAL DISRUPTION.



**ELLA WARDLAW,**  
MSc '19

"Beyond the skills taught in the classroom, Ivey does an amazing job in developing business leaders who can confidently communicate in all situations. I think this stems from classroom discussions, but for me personally, these skills have expanded beyond the workplace and into my personal life as well."

### INTERNATIONAL BUSINESS

TOTAL STUDENTS	<b>61</b>
GENDER	<b>FIFTY-EIGHT PER CENT FEMALE FORTY-TWO PER CENT MALE</b>
BIRTH COUNTRIES	<b>13</b>
<b>7 COUNTRIES OF CITIZENSHIP</b>	
LANGUAGES SPOKEN	<b>22</b>



**WILLIAM CHRISTODOULOU,**  
MSc '19

"I was fortunate to have a really solid cohort at Ivey, from a variety of geographic and academic backgrounds. It was truly an amazing experience to spend 16 months interacting with and learning from such a diverse group of students. We constantly pushed each other to better ourselves. It was so rewarding to be academically challenged by such a brilliant group, and I gained friendships that I will hold dear for the rest of my life."

### BUSINESS ANALYTICS

TOTAL STUDENTS	<b>54</b>
GENDER	<b>FORTY-TWO PER CENT FEMALE FIFTY-EIGHT PER CENT MALE</b>
BIRTH COUNTRIES	<b>9</b>
<b>5 COUNTRIES OF CITIZENSHIP</b>	
UNDER-GRADUATE PROGRAMS	<b>7</b>



# HBA '19

THE TRUE DISTINCTION OF AN IVEY HBA IS THE IVEY LEADERSHIP ESSENTIALS THAT ARE STRONGLY DEVELOPED IN EVERY HBA GRAD – THEY ARE AT THE CORE OF EVERYTHING WE DO AT IVEY. THESE LEADERSHIP ESSENTIALS INCLUDE THE ABILITY TO TAKE ACTION, COMMUNICATE PERSUASIVELY, MAXIMIZE TEAM POTENTIAL, MANAGE COMPLEXITY, AND SET PRIORITIES.

# 21%

WENT ON INTERNATIONAL EXCHANGE OR STUDY TRIP



GABI FOSS, HBA '19

"The overarching lesson I'll take away from my time at Ivey is that, at the end of the day, all that matters is your character. It relates to the quote, 'People don't remember what you said, but they do remember how you made them feel,' and that impression lasts far beyond graduation. This belief was solidified while serving in formal leadership roles at Ivey, but also during case competitions and 48-hour reports when your leadership character is being constantly challenged under pressure."

COMPLETED A DUAL DEGREE

# NINETEEN PER CENT

GENDER OF HBA '19 CLASS

# 43 57

PER CENT FEMALE PER CENT MALE



BRENNAN WONG, HBA '19

"On my first day at Ivey, I still recall all of us walking out of the London Convention Centre following the HBA1 Opening Gala. The collective energy that I felt — being among more than 600 other incoming HBAs equally as excited and anxious about embarking on a two-year journey of unique challenges, opportunities, and experiences — is something that definitely will be a treasured moment of mine for a long time."

LANGUAGES SPOKEN

# THIRTY-ONE

TOTAL STUDENTS IN CLASS

# 610

## 16 COUNTRIES OF CITIZENSHIP

BIRTH COUNTRIES

# THIRTY-EIGHT

TOTAL SECTIONS

# EIGHT

APPROX. 76 STUDENTS PER SECTION

STUDENTS SPEAKING A SECOND LANGUAGE

# 314



PAUL OKUNDAYE, HBA '19

"My advice for a new student at Ivey is to trust the process. Ivey is notorious for being very difficult at the beginning, with a steep learning curve that some liken to 'drinking through a fire hose.' The important thing to remember is that the School is on your side and the pedagogical structure is set up for student success. So remember to take care of your mental health and not stress out too much at the beginning — it will all work out in the end."

UNIVERSITY ADMISSION AVERAGE

# 84%

PRE-IVEY ACADEMIC DISCIPLINES REPRESENTED

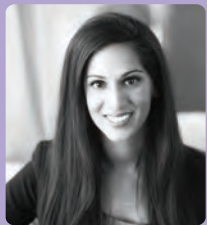
# FIFTY-EIGHT

# MBA '19

THE MBA PROGRAM IS DELIVERED IN A ONE-YEAR FORMAT, MINIMIZING TIME SPENT OUT OF THE WORKFORCE WHILE DEVELOPING THE NECESSARY BUSINESS KNOWLEDGE AND LEADERSHIP SKILLS TO ACCELERATE CAREER SUCCESS.

22 LANGUAGES SPOKEN

501 POSITIONS POSTED BY COMPANIES TO MBA '19 CANDIDATES



**NAILA KASSAM, MBA '19**

"I am most proud that Ivey Business School is a part of my family's heritage. Following in my father's footsteps (Diamond Karim, MBA '73), Ivey has become an integral component of the fabric of our collective journey. His experience as a newcomer in Canada was tempered by the incredible generosity of Ivey, and the institution has created a legacy of excellence in our family that spans over four decades."

WENT ON INTERNATIONAL STUDY TRIP

**65%**

AVERAGE YEARS OF WORK EXPERIENCE

**5 YEARS**

GENDER OF MBA '19 CLASS

**28 72**  
PER CENT FEMALE PER CENT MALE

INTERNATIONAL WORK EXPERIENCE (PRE-MBA)

**THIRTY-SEVEN PER CENT**

TOTAL STUDENTS IN CLASS

**130**

**28 COUNTRIES OF CITIZENSHIP**

BIRTH COUNTRIES

**TWENTY-FIVE**

AVERAGE AGE AT ENTRY INTO PROGRAM

**28½**



**NUPUR JAIN, MBA '19**

"I remember the first day at Ivey being very cold! We had a day-long team-building activity in the woods, in subzero temperatures. For many international students such as myself, it was our first or second foray into such cold weather. I remember questioning all my life decisions while running around in ankle-deep snow carrying blocks of wood through a zigzag path laid out for us. But looking back now, it is one of my fondest memories, and also the day I made some of my closest friends at Ivey."



**BRAVIRA ABADI, MBA '19**

"One of the most memorable parts of the MBA was pitch day for the New Venture Project. Our group worked for months on a business idea that we developed and refined throughout the course. I remember how nerve-racking it was to pitch and defend our idea in front of the judges — most of whom came from venture capital and private equity. As someone who is looking to start a business in the future, the experience offered by the New Venture Project was incredibly valuable for me."



# EMBA '19

THE EMBA PROGRAM IS DESIGNED FOR MID-CAREER WORKING PROFESSIONALS WITH AT LEAST EIGHT YEARS OF EXPERIENCE. THE PROGRAM PREPARES PARTICIPANTS FOR THE NEXT STAGE OF THEIR CAREERS AND HAS AN IMMEDIATE IMPACT ON THE ORGANIZATIONS THAT SUPPORT THEM.



# 115

TOTAL GRADUATES IN 2019



**DWAYNE MACINTOSH, EMBA '19**

"The effort put into this Program is equal to what will be received from it, so I would advise new students to take risks and push themselves outside of their comfort zone. This journey requires focus, commitment, and understanding from your loved ones, as quality time with them becomes limited. The EMBA changed me as a person, a businessman, husband, and father. Although difficult, the personal gratification that is felt at completion makes all the sacrifices well worth it."



**TANYA PRATT, EMBA '19**

"I was at the same company for almost 25 years and thought that my value was tied to the knowledge and experiences specific to a single industry. But what I realized about halfway through my EMBA at Ivey was that I could do anything. By the time I came out of the Program, I had left the only company and the only industry I had ever known, and completely pivoted my career in a different direction. I think things turned out exactly as they were supposed to, and my experience at Ivey was the catalyst for it all."

GENDER OF EMBA '19 CLASS

# 38 62

PER CENT FEMALE

PER CENT MALE

## 19 COUNTRIES OF CITIZENSHIP

BORN OUTSIDE OF CANADA

# 53%

LANGUAGES SPOKEN

# TWENTY-SIX

# PhD '19

THE PhD PROGRAM IS A FULL-TIME RESEARCH-BASED PROGRAM DESIGNED TO DEVELOP SCHOLARS AND TO PLACE ITS GRADUATES AT HIGH-QUALITY RESEARCH UNIVERSITIES AROUND THE WORLD.



**VIVEK ASTVANSH, PhD '19**

"I'd say the most challenging part of doing my PhD at Ivey was realizing that a PhD is a job. When one thinks of a job, one thinks of a salary, an employing organization, a boss, and a 9-to-5 routine. A PhD is similar – the University pays the students and assigns them to a faculty member who is like a supervisor or boss. It is easy to forget the 9-to-5 routine. I believe if students stick to the routine and ensure that they achieve their 'targets' on a daily, weekly, and quarterly basis, they will be more productive."

# 87%

OF DOCTORAL GRADUATES ACCEPTED AN ACADEMIC POSITION UPON GRADUATION IN THE LAST THREE YEARS.



# THE PODCAST BOOM

Meet two Ivey grads  
producing podcasts—and  
here's why they do it.

By Nicole Laidler



**The podcast is having a moment.** This surprisingly intimate form of digital communication is the perfect fit for our multi-tasking lives. A suitable podcast is always at your fingertips, and there's a good chance you're tuning in.

According to the 2019 edition of The Infinite Dial – an annual survey by Edison Research and Triton Digital – more than half of all Americans have listened to a podcast, and just over one third tune in on a monthly basis. That's up from one in four people the previous year.

Apple confirmed there are more than 550,000 podcasts. The most popular genres? Comedy, education, and news.

Getting a podcast up and running is as simple as downloading an app, talking into your phone or mic, and distributing your soundbites around the world. With millions of people looking for free, mobile, customized content 24/7, podcasts offer a powerful opportunity for businesses – and individuals – to reach a global audience and build their brand.

So, it's no surprise that Ivey alumni have taken to the airwaves. Here, two experienced podcasters share their adventures in this booming digital space.

More than *half* of all Americans have listened to a podcast, and just over *one third* tune in on a monthly basis.

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#### **Kristina Safarova, MBA '12**

In her role as CEO at FIRMSconsulting.com, Kristina Safarova oversees two successful podcasts that harness the power of critical thinking, creativity, and storytelling to help listeners solve some of the world's toughest problems.

*The Case Interviews & Management Consulting* podcast was launched in 2011 and now boasts over 550 episodes. This was followed in 2015 by *The Strategy Skills* podcast, which has more than 80.

"We are listened to in more than 150 countries and routinely rank in the Top 10 for careers podcasts," says Safarova. "We have had more than 5.5 million downloads."

The podcasts are a key way to promote the company's strategy training membership services, and to reach listeners unable to join the one-on-one coaching and paid online membership programs, Safarova notes.

"We stick to just two topics: case interviews and strategy. There is so much to cover," she says. Listeners appreciate the unscripted nature of the podcasts, which feature in-depth discussions about strategy engagements and the management consulting industry with global leaders in the field. "Our audience wants to learn in an entertaining and engaging format. It's about authenticity and offering content that does not exist anywhere else."



#### **Rebecca Luo, HBA '16**

After graduating from Ivey, Rebecca Luo landed a job with a Silicon Valley startup. In addition to working remotely as an inside account executive, Luo produced and hosted the company's podcast series.

In 2018, Luo decided to reevaluate what she wanted out of life. Acknowledging her desire for creative and independent work, she decided to change course. Luo packed up her life and moved to Thailand where she is pursuing her childhood passion for Muay Thai and working as an independent sales consultant.

In March, Luo began sharing her journey to a more authentic life through a podcast called *Becca The Sun*.

"The theme of the podcast is you are always one decision away from a totally different life," Luo explains. "I interview people who are on a creative, athletic, or entrepreneurial journey and we document the rain and the shine – what it really takes for people to live life on their own terms."

For Luo, the podcast is an important part of growing her personal brand. "It's also about creating a community and a support system," she notes.

"So far it's been a bit difficult to track listenership because the podcast is so new," she says. "But I've had people message me to say they appreciate the vulnerability and honesty I provide." ■



# Strength in Numbers

Loyal donors provide vital support for scholarships, transformative learning, and programs.

By Declan Kelly

In any masterpiece, thousands of brushstrokes make the work what it is. Though most are imperceptible from a certain distance, each one contributes to the overall effect. What is true of art also goes for leading international business schools, where seemingly small acts make a big difference in how an institution serves its students. And in how it makes an overall impact.

At Ivey, this is especially true of contributions from the School's most loyal donors or "Builders." The term refers to the group of donors who made their first gift to the School within 10 years of graduation and continued to give annually. It also includes alumni who have given consecutively for five years or more, regardless of when they graduated.

The Builders' numbers speak for themselves, with every level of giving having a major cumulative impact. For example, since the School's inception, 15,786 donors have made 53,444 gifts between \$1 and \$500, totalling more than \$8.9 million. That translates into direct support for scholarships and awards, top faculty, and transformative learning in all of Ivey's degree programs.

For Builder donor Shanti Suppiah, MBA '10, the impressive total is a reflection of the impact the Ivey experience

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**"I look at my contribution as a small token of my appreciation to a wonderful school that I hope will continue to inspire students to do something great with their lives."**

—Bob Simpson, HBA '78

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has on all alumni.

"It speaks to the strength of the Ivey community and how passionate we are about the Program and the School," says Suppiah, Senior Manager of Analytics and Reporting in RBC's Global Technology Infrastructure division.

Suppiah has fond recollections of her own time at Ivey, particularly of local alumni volunteering when she participated in the China Study Trip exchange and of unique programs such as Career Management's Get Connected event, which had a direct bearing on her post-Ivey career path. Suppiah is keen for the next generation of students to have

a similarly beneficial experience at Ivey.

"It matters to me that current and future students have the same experience I did," she notes. "The best way to ensure that is to give back, whether that's contributing financially or donating your time."

Of Ivey's current 1,213 alumni donors from fiscal 2019, 622 have given consecutively for five years. Among the latter, Bob Simpson, HBA '78, is one of a select group of alumni who have given consecutively since 1995.

Simpson said being one of the School's most loyal donors is an acknowledgment of the profound impact Ivey and Case-Method Learning had on his analytical skills, and how this continues to benefit him in his role as Senior Legal Counsel at Suncor Energy Inc.

"I am happy to give back to an amazing place that taught me how to analyze any problem that may come up," Simpson explains. "I still use the case model to deal with most of the legal issues in my job as well as issues that come up in my day-to-day life."

"I look at my contribution as a small token of my appreciation to a wonderful school that I hope will continue to inspire students to do something great with their lives," Simpson adds. "Pay it forward' seems to be a phrase that fits." ■



China Study Trip 2014



Get Connected 2019



Dean Sharon Hodgson speaking at Get Connected 2019 in June



Students participating in a case discussion



We shared  
the experience.

We share the  
network.

We share the  
pride.

Let's celebrate  
our own... again!

**Celebrating  
11 years**

# **Global Ivey Day**

May 7, 2020

[iveyday.ca](http://iveyday.ca)

[#GlobalIveyDay](https://twitter.com/GlobalIveyDay)



# Your Ivey Network

## Global Ivey Day 2019

Celebrating what it means to be an Ivey grad at this year's 10<sup>th</sup> anniversary

page **40**



## Ivey Class Notes

Tell us where you are, what you're doing, who you care about, and how you're staying in touch with your Ivey friends. Celebrate your achievements, activities, and interests. Let us know about the latest matches and hatches – these are your pages.

Submit your notes and photos for the next issue to: [ivey.ca/alumni/classnotes](http://ivey.ca/alumni/classnotes) or email [intouch@ivey.ca](mailto:intouch@ivey.ca)

Please note: all submissions may be edited for content and length.

### Ivey Alumni Network

A message from Board Chair Scott Vanderwel, HBA '98

page **34**



### Ivey Lives Remembered

Roger More, MBA '70, PhD '74 1942-2018

page **37**

### 1952

**Robert Nicholl, DBA '52**, writes, "I'm 90 years old, and had a lifetime of foreign travel. I'm now living comfortably with more than adequate resources. I retired after a 30-year rewarding career in executive positions with Mobil Oil in Calgary, New York City, London, U.K., and Singapore."

coming in 2020. Enjoying the 'March Break' afternoon with Dennis and Joan were Nancy and **John Carter, HBA '65**, Nancy Clark, Cyn and **Jack Cronkwright, HBA '65**, Nancy and **Rob Johnson, HBA '65**, Judy and **Gary Malloch, Terry Pinfeld, both HBA '65**, and Margo and **Derek Ridout, HBA '65.**"

### 1965

**Rob Johnson, HBA '65**, writes, "Thanks to Joan and **Dennis Vollmershausen, HBA '65**, who hosted a sunny get-together at their winter home in Florida for classmates and their spouses. In addition to great conversations and a delicious meal, the group contributed to plans for the next class reunion – our 55th year –

### 1968

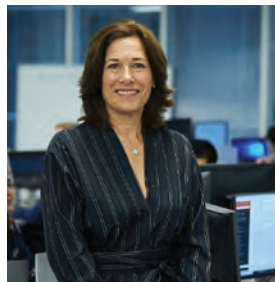
**Michael R. Pearce, HBA '68**, is mentioned in an article in this issue of *Intouch*. See page 37.



### Helping the Homeland

Lenna Koszarny, HBA '91, is having a profound impact on Ukraine

page **38**



### A Beacon of Hope

Claire Duboc, EMBA '97, is improving mental health care for Canadians

page **47**

**New Alumni Award**  
Meet Sukhinder Singh Cassidy, HBA '92, our inaugural recipient

page **42**



### 1970

**Jim Hanson, MBA '70**, writes, "My wife Joyce and I continue enjoying retirement with summer travels to Newfoundland for family reunions; driving to and from

Continued on Page 35 →

## A Message from Scott Vanderwel, HBA '98

Chair, Ivey Alumni Network (IAN) Board

Over the past year, the Board has been taking a hard look at all the ways that the IAN adds value for our 26,000 alumni. We want to build beyond traditional engagement approaches and experiment with new and creative ways to make a difference in the lives of Ivey graduates.

One of the areas we are particularly focused on is career development. How can we continue to provide ongoing value as our alumni progress throughout their professional lives? There is an opportunity here for us to help deepen and increase connections.

This past year, we launched a pilot project in Toronto called the Mentor Circles Program. We partnered seasoned alumni with newer alumni in groups of eight-to-10 people. They met at least three times over the course of the year. Some groups met monthly.

The idea was that the learnings and experience of the more seasoned alumni would be available to newer alumni who are early on in their careers. But what we found was that there's a wonderful symbiosis in the Mentor Circles. The mentors also get a lot out of their discussions with newer alumni, who sometimes have a tighter grasp on new methodologies, innovative technologies, and different ways of thinking.

After some really positive reactions to the Program, we're going to be expanding the Mentor Circles to other cities where we have a high density of alumni. The next recruitment cycle will be launching in the fall.

We're also going to continue to experiment with other ways of connecting alumni for the purpose of career acceleration. For example, could we expand the Mentor Circles to include alumni that might live in different cities, or even countries? We've had some great suggestions from fellow alumni on platforms that we can possibly leverage for that. We envision helping entrepreneurial alumni connect with alumni that have capital for deployment. We have lots of ideas, and we're inviting you to share your ideas too (email [alumni@ivey.ca](mailto:alumni@ivey.ca)).

Ivey has an amazing, broad, diverse group of graduates, and my personal vision is to find as many ways as possible to connect them. We know that when we connect alumni, great things happen.





Oregon, spending a month in Sunriver; then visiting my son Jamie and family in Colorado Springs on the return. We hiked the 161-kilometre South Downs Way in England last year – see photo. We'll return to England this fall and do a series of hikes in the Cairngorms National Park, Scotland, the Lake District, and Northumberland National Park, including portions of Hadrian's Wall. Next year will be the 50th anniversary of my graduation from Ivey... looking forward to a reunion with classmates! We still live in Lancaster, Pa. and welcome any and all visitors to stop by!"



**Victor Koszarny, MBA '70,** is mentioned in an article in this issue of *Intouch*. See page 38.

**Roger More, MBA '70, PhD '74,** is featured in an article in this issue of *Intouch*. See page 37.

**1971**  
**Barry Leon, MBA '71,** has joined 33 Bedford Row Barristers' Chambers in London, U.K., following his three-year term as the Presiding Commercial Court Judge in the British

Virgin Islands. He continues as an independent arbitrator and mediator at Arbitration Place in Canada and with Caribbean Arbitrators. Barry is also now a member of the American Arbitration Association's National Roster of Arbitrators.



**1973**  
**Diamond Karim, MBA '73,** is mentioned in an article in this issue of *Intouch*. See page 26.

**1974**  
**John Kerr and Cameron Aitken, both MBA '74,** climbed a mountain and toured the Highlands, Orkney, and Shetland. They agreed the Black Bull Pub in Gartmore had much in common with The Ceeps of their youth, and they were able to work out solutions for Brexit in their spare time.

**Roger More, MBA '70, PhD '74,** see note under 1970.

**1975**  
**Jeffrey Seigel, HBA '75,** writes, "In spring 2018, my wife Ruth and I closed J. Seigel Footwear after operating for 20 years. The brand we developed was sold, and I am now considering options such as

travelling, spending time with grandchildren, and maybe a bit of consulting."

**1976**  
**Arnie Kuchinsky, MBA '76,** writes, "After a 30-year career in finance with Verizon Communications, my wife and I have retired to Boynton Beach, Fla. to be close to our daughter, son-in-law, and our two granddaughters, who live in Boca Raton."

**Christine Lengvari, MBA '76,** is the 2019 recipient of the Benoît Pelland Distinguished Service Award from the Concordia University Alumni Association. The award is granted to a graduate in recognition of a long-term commitment of outstanding service to the alumni association and the university. At the same time, Western President Alan Shepard was awarded an Honorary Life Membership. Christine is President of Lengvari Financial, a boutique life insurance brokerage specializing in retirement and estate planning.



**1977**  
**Lois (Elliott) Fraser, HBA '77,** has been awarded the Community Service Award, Alumni Award of Merit 2019 from Western University, in recognition of her outstanding volunteer contributions to her community.

**Donald Steele, MBA '77,** is featured in an article in this issue of *Intouch*. See page 11.

**1978**  
**Matthew Lynall, MBA '78, PhD '09,** writes, "I thought it was about time to reconnect. I am a two-time Ivey graduate and am currently a Professor at Purdue University where I principally work with grants from the National Science Foundation to commercialize innovative technologies resulting from U.S. government-funded research at Purdue and across the Midwest United States. My son just completed his PhD in nanomaterials at the University of Toronto and my daughter is close to finishing her undergraduate degree in thanatology at King's University College. I'll be glad to welcome Ivey graduates and faculty to Purdue in West Lafayette, Ind."



**Bob Simpson, HBA '78,** is featured in an article in this issue of *Intouch*. See page 30.

**1979**  
**John Furse, HBA '79, MBA '82,** writes, "Hard to believe that it has been 40 years since we graduated from Ivey. Looking forward to getting together with the class of '79 and revisiting the many memories from those two years and also learning all of the new stories since then. We have something special planned for our 40th reunion... not London, but rather Exuma Grand Isle Resort in the Bahamas in November. Hope to see you all there!"

**Mike Hajnik, HBA '79,** writes, "My reservations are made, and I can't wait to see all of you again after 40 years! This is going to be spectacular! Our 40th reunion at the Grand Isle Resort in The Bahamas/Exuma this November is going to be a blast! Contact me at [mhajnik@gmail.com](mailto:mhajnik@gmail.com) for details."



**Michael Harrower, HBA '79,** writes, "Heading to our 40th reunion at the Grand Isle Resort in the Bahamas/Exuma this November and looking forward to seeing so many of our classmates!"

**Susan (Beattie) Hughes, HBA '79,** writes, "I can't believe it has been 40 years since graduating from this fabulous institution. Looking forward to seeing and partying with my classmates in the Bahamas at the Exuma Grand Isle Resort in November."

## 1980

**Jim Bottomley, HBA '80,** was a finalist for an Arthur Ellis Award for excellence in Canadian crime/mystery writing. Jim's novel was nominated for the Unhanged Arthur, a category for best unpublished manuscript. *HYPNOTIZING LIONS* is a twisty psychological mystery centred around an escape from a prison psychiatric hospital. In a ward where patients have rankings like a lion pride, an amnesiac charged with murder hopes hypnotherapy will prove his innocence. The novel asks the question: Do delusions destroy? Jim and his wife Deb attended the gala in Toronto on May 23.



**Donald Lang, HBA '80, LLD '19,** received an honorary Doctor of Laws degree from Western University at their spring convocation on June 18, 2019. He is also featured in an article in this issue of *Intouch*. See page 13.

## 1982

**John Fursey, HBA '79, MBA '82,** see note under 1979.

**Ian Ihnatowycz, MBA '82, LLD '13,** received the 2019 Business Leadership Tryzub Award.

## 1984

**Carolyn (Pennycook) Cross, HBA '84,** received the 2019 YWCA Women of Distinction Award in the Entrepreneurship and Innovation category.

**Bruce Hirst, MBA '84,** received the Career Contribution Award for his service to Canada throughout his 52-year public service career from the Association of Professional Executives of the Public Service.

**Andrew Inkpen, MBA '84, PhD '92,** is a Distinguished Visiting Professor at EBS Business School in Germany.

## 1985

**David Aston, MBA '85,** received second prize from the 2019 Portfolio Management Association of Canada Awards for Excellence in Investment Journalism for his article "An investor's guide to robo-advisors 2018" in *MoneySense*. It's the sixth prize or honourable mention that he has received from that organization in the past eight years. He is working on a book about retirement finances, with the working title *The Sleep-Easy Retirement Guide*. The book is expected to be available online and in bookstores in January 2020.

**Juliet Atha, HBA '85, MBA '91,** writes, "After seven years of being an employee, I'm excited to be back working for myself and controlling my own destiny. Yay! My new venture is Best Practices Property Management, serving the condominium market in Greater Toronto. If you have questions about your condo, feel free to reach out: [bestpracticespm.com](http://bestpracticespm.com)." She also writes, "Mark your calendars for our 35th reunion: October 16-18, 2020! Your Homecoming Committee is hard at work to make this another memorable weekend – and we want to see you there!"

**Mary (O'Brien) Crossan, MBA '85, PhD '91,** is featured in an article in this issue of *Intouch*. See page 4.

**Robin Flamer, MBA '85,** writes, "I'm starting a new position with Canopy Growth as a Senior Manager for the Medical Cannabis team (Spectrum Therapeutics). New career at 60! Looking very much forward to this new opportunity – a very interesting space but in line with my 25+ years in the pharma industry."

**Jane Hawkins, MBA '85,** writes, "I am a happy grandmother now of three tots and enjoying a few more years of work at Simon Fraser University. My days are busy with family, travel, and gardening. Hoping my classmates will reach out if they read this."

**Stephen Lister, MBA '85,** writes, "In early June we closed our significantly over-subscribed seventh buyout fund at the cap of \$650 million. Three new industry consolidations have been launched and acquisitions made in non-cyclical service industry niches in the U.S. in autism clinics, pest control, and car washes. A number of other industry consolidation initiatives have been targeted and will be launched over the remainder of the year."

**Allen Morrison, MBA '85,** is a co-author of the article "China on the Cliff's Edge" which will be published in the September 2019 issue of the *Harvard Business Review*.

**Mollie O'Neill, MBA '85,** writes, "We moved from Toronto to Waterloo and enjoy the smaller city atmosphere, plus the math and tech vibe in the city. One of my volunteer activities is analyzing the instructional design of math textbooks, and I'm delighted to have a science writer, a math teacher, and a philosopher of math as neighbours."

**Sean Shannon, HBA '85,** joined National Diabetes Trust as President and CEO, effective February 4, 2019.

**Andy Strangemann, MBA '85,** writes, "I became a grandfather as my daughter, Dylan, had a lovely baby girl, Heidi. She was born on June 1, 2019 in London, U.K. We are all very excited about the new addition to our family."



**Cynthia (Chan) Wong, HBA '85,** was selected to the Women's Leadership Initiative Championship Team. The 2019 Championship Team represents outstanding women leaders and influencers in real estate and development in the Greater Toronto Region.



## Ivey Lives Remembered



### Roger More, MBA '70, PhD '74 1942-2018

By Declan Kelly

Whether teaching HBA1s at Ivey or central bank executives in Kuwait six weeks prior to the start of the Gulf War, Roger More went to great lengths to ensure students got the most from his classes.

For the many students and colleagues who witnessed More in action over his 45 years of case teaching, it was akin to watching an accomplished actor onstage or a skilled parliamentarian in debate. Every class displayed his passion for connecting marketing concepts and theory to everyday practice in a way that inspired students – many of whom went on to enjoy successful careers in marketing. A handful even became marketing faculty at leading international business schools, following in More's own footsteps. Upon graduating in 1974, he was the School's first and only PhD graduate appointed to a tenure track position at Harvard Business School, before returning to Ivey.

"Roger particularly loved the classroom," long-time colleague and Eminent Teaching Professor Emeritus Michael R. Pearce, HBA '68, noted at a celebration of More's life. "He was a very, very good teacher, and his students loved him."

Nancy More, Roger's wife of 33 years, says

students not only enjoyed his use of humour in the classroom, but also appreciated his directness. "He was famous for pulling out his wallet every year, showing it to the students and saying, 'This is what it's about,'" she recalls. "He was a man of great intelligence and wit."

Nancy jokes that while Roger's career path in academia diverged from those of his many MBA classmates who went on to lead highly successful ventures, it still allowed him to indulge his love of fine cars. His favourite being a restored 1967 Jaguar XK-E roadster. Other interests included writing op-ed pieces for local and national media, composing poetry – including a tribute to the Humboldt Broncos published online a day after the tragedy – and an insatiable curiosity in cosmology.

"He saw classmates go on to do amazing things," Nancy says. "But he felt teaching was his calling."

More still enjoyed considerable overlap with industry though, applying his expertise as a successful consultant and author even into retirement. When asked about his consulting fees for clients that included major multinationals, More replied with his trademark wit, using a motto he shared with students: "carpe max per diem."

Roger More died in October 2018. He is survived by his wife Nancy and daughter Mary Kate.

## 1986

**John Boynton, HBA '86**, is living in Toronto as an empty nester with his wife **Jennifer (Ritcey) Boynton, HBA '88**. He is currently doing another stint as President and CEO of Torstar and Publisher of *The Toronto Star*. Jen is a Partner at investment firm Real Growth. Their oldest is a thermal engineer. Their daughter is attending the London School of Economics taking her MPA, and their youngest is in his last year of engineering.

**Mark Coutts, HBA '86**, is celebrating 25 years as founder and President of Coutts Financial, a Toronto-based boutique financial planning firm. His wife Sharon (Western BMus '88) runs a successful music school, The Kingsway Conservatory, in the city's west end. Both are Master Scuba divers – along with their two sons, they enjoy underwater vacations (most recently to the remote Galápagos Islands). Mark and his wife are also triathlon

competitors in various events around southern Ontario. Last fall they celebrated their silver wedding anniversary by hanging off the side of the CN Tower.



**Chuck Farmer, HBA '86**, is featured in an article in this issue of *Intouch*. See page 18.

**Roger Young, HBA '86**, is Executive Director and Chief Human Resources Officer at supply chain giant, Li & Fung. He alternates home life and work between his permanent home in New York City and his job in Hong Kong.

## 1987

**Horst Hueniken, MBA '87**, writes, "After 30 years of working in the investment industry, I have launched a money management firm Hueniken Asset Management Inc. My specialty is constructing concentrated portfolios of rapidly growing privately held and publicly traded businesses that have a clear and durable competitive advantage, favourable customer economics, proven market share gains, improving

Continued on Page 38 →



Cultural  
Pride

PHOTOGRAPHER: MIKHAIL PALINCHAK

→ Continued from Page 37

financial results, a reasonable valuation, and an able and shareholder-oriented management team.”

## 1988

**Jennifer (Ritcey) Boynton, HBA '88,**

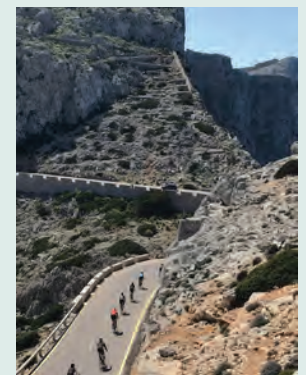
see note under 1986 (John Boynton).

**Tim Hodgson, MBA '88,** was appointed Chair of Hydro One's Board.

## 1989

**Lucie Cousineau, MBA '89,**

and her husband Hamish Gordon started a new business to keep her husband (a retired realtor) busy. Using their second home in Mallorca, Spain, a 400-year-old Olive Press farmhouse in the mountains, they are monetizing Hamish's passion for cycling by building a new venture – Haute Categorie Cycling Camps. Their website HCCamps.com features eight-night all-inclusive guided cycling holidays. Now into its second season, HC Cycling Camps has become very popular amongst Canada's cycling enthusiasts. Follow their venture on Instagram @hccyclingcamps



# Helping the Homeland

Lenna Koszarny, HBA '91, returned to her family's roots 25 years ago – moving to Ukraine, co-founding a private equity firm, and helping to rebuild the country by investing in more than 150 companies through company-managed funds.

By Brenda Bouw

Growing up in London, Ont., Lenna Koszarny was immersed in her parents' Ukrainian culture. She played the bandura, was in a Ukrainian dance troupe, and learned to speak and write the language. “Our parents raised us to love the country and its people, to appreciate the culture and traditions,” says Koszarny, who has an identical twin sister, younger brother, and whose father Victor Koszarny, MBA '70, is an Ivey graduate.

In 1995, after taking a three-week trip to Ukraine for the first time with her grandmother Olena, Koszarny told her then-boss she was quitting to work in Ukraine. He brushed it off as post-vacation bliss but for Koszarny, then age 23, it was no whim. By year-end she moved to Ukraine, two years after the country gained its independence

from the Soviet Union. “History was being made. I felt strongly that I wanted to contribute to Ukraine, at a time when it was needed most. I wanted to be part of its transformation,” says Koszarny, who has lived there ever since.

Her first job in Ukraine was at a technology fund, then she co-founded a consulting firm, and finally joined a U.S. government fund before spinning out with its management team to co-found Horizon Capital in 2005. Today, under her leadership as CEO, Horizon, a leading private equity firm, has over \$850 million USD in assets under management across four funds from global investors with over \$550 billion USD in capital. “I am very proud of what we have accomplished in Ukraine – investing nearly \$700 million USD through four funds in more than 150 companies that employ over 52,000 people,” says Koszarny, who is married to an American and has a daughter, 11, and son, 9.

After spending five years in Ukraine, Koszarny's sister, Katherine Vellinga, co-founded with her husband Zirkova Vodka, which is distilled in Ukraine and sold in Canada and the U.S. “It's interesting that I invest in visionary entrepreneurs in Ukraine and my sister is an entrepreneur in Canada with a Ukraine connection,” says Koszarny. “My parents did something right in raising us to care about Ukraine, to be purpose-driven and instilling in us a sense of pride and responsibility that continues to keep us close to our ancestral homeland.”



**James Gardner, HBA '89,** brought a little bit of Ivey into his Northeastern University graduate digital media class in March, hosting HBA '89 classmate and marketing leader, **Michael Hunter, HBA '89,** as a distinguished speaker. "There was no case to discuss, but we did some cold calling!"

**Nicole (Dias) Haggerty, HBA '89, PhD '04,** is mentioned in an article in this issue of *Intouch*. See page 10.

**Jon Hantho, MBA '89,** has been appointed President and CEO of CBI Health Group.

## 1990

**Bernard Gutnick, MBA '90,** celebrated his retirement after spending 25 years in senior marketing roles at startups and enterprises in Silicon Valley. He resides in Saratoga, Calif. with his wife and two children while still learning how to play guitar!



**Cam Lewis, MBA '90,** was appointed Principal of Avison Young.

**Doug Melville, LLB/MBA '90,** writes, "We are four years into this family adventure in the lovely British Channel Islands. Moved from Toronto to Jersey in

2015 with a mandate to establish a new dispute resolution body for local and overseas consumers served from the international financial centres of Jersey and Guernsey. Have been reappointed to a second term as Channel Islands Financial Ombudsman through to 2025. We are staying active in community activities as well. Appointed by the Jersey legislature to serve in a volunteer capacity as Vice-Chairman and Commissioner of Jersey Overseas Aid overseeing Jersey's £10M annual international development and humanitarian assistance program. The family is making the most of school and university vacations and our proximity to fabulous ski destinations within a one-day drive from the ferry terminal in Saint-Malo. It helps us all remember the joy and wonder of snowy Canadian winters."

## 1991

**Juliet Atha, HBA '85, MBA '91,** see note under 1985.

**Mary (O'Brien) Crossan, MBA '85, PhD '91,** see note under 1985.

**Lenna Koszarny, HBA '91,** is featured in an article in this issue of *Intouch*. See page 38.

**Craig Milner, MBA '91,** is an instructor at the University of Lethbridge's Dhillon School of Business (Calgary Campus).

## 1992

**Andrew Inkpen, MBA '84, PhD '92,** see note under 1984.

**David McKay, MBA '92, LLD '19,** received an honorary Doctor of Laws degree from Western University at their spring convocation on June 7, 2019. He is also featured in an article in this issue of *Intouch*. See page 13.

**Sukhinder Singh Cassidy, HBA '92,** is featured in two articles in this issue of *Intouch*. See pages 3 and 42.

## 1993

**Wayne Kozun, MBA '93,** has teamed up with two other Ivey alumni (**Michael Anthony D'Costa, MBA '99,** and **Andrew Sarna, HBA '16**) to launch Forthlane Partners, a Canadian multi-family office which provides ultra-high net worth families with access to institutional-grade wealth planning, global investment management, family education, and private market opportunities. These offerings reflect Forthlane's four quadrant approach to wealth – in serving families, we focus equally on four types of wealth: values wealth, physical and mental wealth, relationship wealth, and financial wealth.



## 1994

**David Barron, HBA '94,** writes, "2018 was an exciting year. We sold our franchise business and enjoyed time off with the family. The highlight was a trip over Christmas and New Year's to the Netherlands, Belgium and France. While in Brussels we visited Anne Jacobs and her family. Many will remember that Anne was an exchange student at the School in 1993/4. I saw Anne that summer in Brussels (and later Sergio, Veronika, and Dario) so it was fun to connect almost 25 years later. That same summer, I remember gathering with a bunch of travelling HBA graduates (including **Andrea Poptsis, Bryan Carlson,** and **Bill Balassone, all HBA '94**) and exchange student **Dario Negri in Milan.**"

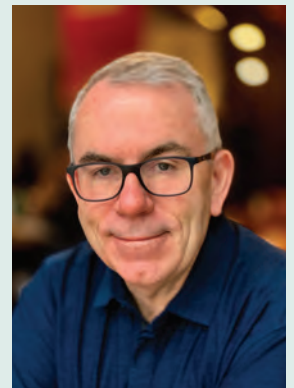
**Simon Cassidy, MBA '94,** is mentioned in an article in this issue of *Intouch*. See page 42.

**Andrea Poptsis, HBA '94,** writes, "Had a great get-together with fellow HBA '94 classmates in Toronto on Global Ivey Day as a warm up to our 25th reunion. Really looking forward to seeing everyone in London, Ont. in October. Hard to believe that 25 years have passed. Hope to see you there!"

**Juliane Schaible, MBA '94,** is featured in an article in this issue of *Intouch*. See page 18.

## 1996

**David Craig, EMBA '96,** will be retiring from PwC after 15 years with the firm. Given that cybersecurity and privacy are industry hot topics, he won't be idle long, helping other PwC firms in other countries and key clients. Stay connected with him through LinkedIn.



## 1997

**Claire (Scott-Pearse) Duboc, EMBA '97,** is featured in an article in this issue of *Intouch*. See page 47.

**Linda Hasenfratz, EMBA '97, LLD '19,** received an honorary Doctor of Laws degree from Western University at their spring convocation on June 19, 2019. She was also named Western University's 23rd chancellor. Linda is featured in an article in this issue of *Intouch*. See page 13.

**Brent Smith, HBA '97,** is featured in an article in this issue of *Intouch*. See page 18.

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# Celebrating 10 Years

By Brenda Bouw

Over the course of a decade, Ivey alumni have been coming together yearly at events around the world to celebrate what it means to be a graduate of the Ivey Business School. Known as Global Ivey Day (GID), it has attracted more than 10,000 Ivey alumni to a wide range of celebrations.

The 10th-annual GID was held on May 2, 2019 at venues around the world – and was one of the biggest celebrations yet, comprising of 78 events in 42 cities. It included a gathering held at an Okanagan winery in B.C., a visit to Amazon’s offices in New York, an event in Montreal attended by new Dean Sharon Hodgson, and an evening celebration at a prohibition-style cocktail lounge with a vintage bowling alley in Los Angeles.

This year, GID held its first Women of Ivey Network event in Toronto, featuring Colleen Johnston, the former chief financial officer at TD Bank. The sold-out event included a fireside chat between Johnston and former colleague and mentee Kevin Teslyk, MBA '01, Executive Vice-President

at Scotiabank and former Ivey Alumni Network Board member. Johnston spoke candidly about being a woman in business, how she made her mark on Bay Street, and the importance of health and vitality both in and out of the workplace.

Also new to the lineup was the Ivey Alumni Achievement Award which was presented at the Power Lunch event to alumna Sukhinder Singh Cassidy, HBA '92, President of StubHub (see page 42).

The experience would not have been possible without the alumni volunteers, sponsors, and staff who put the event together each year. A special thank you goes out to our 2019 GID Co-Chairs, Genevieve Eccleston, HBA '13, and Dan Rowe, MBA '05, the GID Task Force, and to the many Ivey staff who make this global celebration feasible, especially Terri Garton, Director of Alumni Relations. GID was supported by gold sponsor The Ivey Academy, as well as bronze sponsors Merrill Corporation and Rogers.

Mark your calendars – the next GID is May 7, 2020.

**For more on Global Ivey Day, visit [iveyday.ca](http://iveyday.ca)**



Power Lunch, Toronto





Melbourne



Montreal



Dubai



Victoria, B.C.



New York



Bali



Amsterdam



Hong Kong



New Alumni  
Award



PHOTO COURTESY OF JOYUS

**“Remember, at the end of the day you are in a community where what wins are big ideas. You can walk in and talk about the small idea, or you can talk about the big idea...”**

—Sukhinder Singh Cassidy, HBA '92

that connects CEOs with women endorsed for company boards.

“I want to help put women in positions of power... to influence change,” says Singh Cassidy, the recipient of this year’s inaugural Ivey Alumni Achievement Award. Created by the Ivey Alumni Network Board, the Award is given to graduates who make a significant contribution to their companies and communities, while upholding the highest standards set forth by the Ivey Pledge and the School’s mission statement.

Singh Cassidy’s advice to others, regardless of their career path, is to think big and aim high. “I say to everyone: ‘Remember, at the end of the day you are in a community where what wins are big ideas. You can walk in and talk about the small idea, or you can talk about the big idea... You’re in a land of dreams, so pitch big.’”

Singh Cassidy credits her confidence and success to her upbringing and her time at Ivey. She was born in Tanzania and grew up in St. Catharines, Ont. where her parents, both doctors and entrepreneurs, ran their own medical practice.

Ivey prepared her to work through various challenges. “Ivey gave me the ability to take risks and to think about unstructured problem-solving. That kind of agility and thinking are what technology and Silicon Valley are all about.”

Singh Cassidy is married to another Ivey graduate, investment manager Simon Cassidy, MBA '94. The couple has three children and lives in the San Francisco Bay Area.

*Nominations for the 2020 Ivey Alumni Achievement Award are now being accepted.*

Visit [iveyday.ca/awards](http://iveyday.ca/awards) for more information.

## Ivey Alumni Achievement Award

In celebration of Global Ivey Day’s 10th anniversary this past May, Sukhinder Singh Cassidy, HBA '92, President of StubHub, was named the recipient of the inaugural Ivey Alumni Achievement Award.

By Brenda Bouw

Technology executive Sukhinder Singh Cassidy remembers her first business development job in Silicon Valley when a male boss called her out for being too aggressive. The comment was confusing since she saw male peers who were just as forceful on the job. She soon quit that role – and considered leaving Silicon Valley – until another startup, Jungle (later bought by Amazon), embraced her tenacity.

More than 20 years and a handful of high-profile jobs later, Singh Cassidy is the President of StubHub, an eBay company and the world’s largest ticket marketplace. She is also the founder of theBoardlist, an online marketplace



**David Wood, HBA '97, MBA '12,** won the Outstanding Case Teacher Competition at The Case Centre Awards and Competitions 2019.

## 1998

**Tim Logie, MBA '98,** writes, "I have moved on from a 20-year career in finance to take on the CEO role for a First Nations controlled hemp and can (nabis) company. We have raised money and started building in June 2019 with hopes to be growing before the end of 2019. It's great to use some of my lvey skills in managing people and leading a team. I'm excited where the industry is going and where we can take the company!"

**Scott Vanderwel, HBA '98,** is featured in an article in this issue of *Intouch*. See page 34.

## 1999

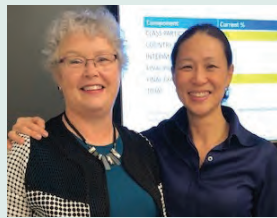
**Michael Anthony D'Costa, MBA '99,** see note under 1993 (Wayne Kozun).

**John Siambanopoulos, MBA '99,** writes, "Getting married and my daughter have been the greatest part. I started my teaching stint 25 years ago at (then) Western Business School, followed by an lvey MBA, and I haven't stopped being a professor after our graduation. I have tenure, wake up happy, and it takes a song on the radio to get to my office so I am very lucky in so many

ways. After multiple throat surgeries and surviving a coma, I am where I want to be. Thank you to my classmates whom I miss dearly and hope to see this fall."



**Frances (White) Tuer, MBA '99,** writes, "Some people can't stay out of the classroom. **Dr. Candy Chow, MBA '99,** and I reunited at the DeGroote School of Business, McMaster University on April 9, 2019."



**Shon Wilkie, MBA '99,** writes, "20 years on... at RBC Capital Markets covering CAD PE clients and loving it. Catherine (Section V) is delivering her clients incredible spaces to live and work. The girls (Olivia, 14, and Bridget, 12) are ripping up fairways all over North America in pursuit of 59. Steve keeps us anchored!"



## 2000

**Patrick Mitchell, MBA '00,** writes, "Our 20th anniversary class reunion is coming up next fall and is sure to be a memorable one! It has been many years since we graced Western's hallowed halls and I think it will be therapeutic for all of us to return to the University to share the good times and fond memories we provided to each other. The facilities have changed greatly over the past 20 years, but the real value of a reunion lies in the camaraderie of the people attending. I will be reaching out to you over the next year to inspire and encourage your participation. Please consider caving easily!"

**Michael Tan, MBA '00,** was appointed Chief Marketing Officer of Salvation Botanicals Ltd.

## 2001

**Stephen Bacso, EMBA '01,** has been appointed Co-CEO of DelphX Capital Markets Inc.

**Joan Faulk, EMBA '01,** writes, "Study team Nancy Anderson, Heather (Rink) Boychuk, Michael Chase, and myself, all EMBA '01, are nearly all retired. Three of us play tennis weekly. Nancy hosted us all at her summer cottage and our team is planning a spring 2020 gathering in French Polynesia to celebrate a big birthday for Chase

and Faulk that will include sailing for a week and lodging in over-the-water bungalows afterward. Everyone is welcome! Photos forthcoming after the big event."

**Paulina Hiebert, EMBA '01,** was appointed to the Board of Trustees of The Boston Pizza Royalties Income Fund in June 2019. She is the Chair of the Governance Committee and a member of the Audit Committee.

**Kevin Teslyk, MBA '01,** is mentioned in an article in this issue of *Intouch*. See page 40.

## 2002

**Helmi Ansari, EMBA '02,** is Co-Owner of GROSCHE, a Cambridge-based brand that was recently recognized by MP Marwan Tabbara for the Canada 150 Award of Excellence. GROSCHE was awarded for their outstanding service to environmental and social causes both locally and globally. They recently funded more than 100-million days of safe drinking water through their Safe Water Project and continue to give back to society through volunteering and environmentally conscious business practices. GROSCHE is conscious of its environmental footprint – the warehouse and office use 100 per cent renewable energy, 91 per cent of waste is diverted from landfills, and the company has been leaving a below zero (net negative)

carbon footprint since 2010. "If a small company working out of Cambridge can make this much of an impact in the world, imagine if others joined," writes Helmi. GROSCHE International Inc. is a manufacturer of coffee, tea, and hydration products. Every product sold funds more than 50 days of safe water for those in need.



**John Duffy, EMBA '02,** writes, "Members of both F/S and S/M EMBA 2002 came together on Global lvey Day at Bier Markt in Toronto."



## 2003

**Gail Golden, EMBA '03,** is delighted to announce that her book, *Curating Your Life*, will be published by Rowman & Littlefield in spring 2020. Written for business leaders, the book offers a ground-breaking approach to managing your energy for maximum productivity and joy. Filled with practical tips, new ideas, and real-life stories, *Curating Your Life* is based on Gail's work as a clinical

psychologist and a management consultant, and of course on the insights she gained at Ivey.



**Jocelyn Mackie, HBA '03**, was honoured as one of Canada's Top 40 Under 40® for 2019. She is also featured in an article in this issue of *Intouch*. See page 7.

**Paul Seaborn, MBA '03**, writes, "From 2011 until June 2019, I was an Assistant Professor in the Management Department at the Daniels College of Business, University of Denver. Highlights included teaching trips to Rwanda, Taiwan, and Egypt, case-writing projects with Uber, Chipotle, CenturyLink, and Western Union, and developing the first-ever Business of Marijuana course at an accredited business school. In summer 2019, I left the University of Denver to join the McIntire School of Commerce at the University of Virginia. Myself, Heidi, and our three boys – Charlie (13), Samuel (10), and Chase (7) – loved living in Colorado (and hosting a few Ivey visitors), but are looking forward to new adventures and visitors in Charlottesville, Va."



**Greg Zhao, MBA '03**, is featured in an article in this issue of *Intouch*. See page 18.

## 2004

**Rob Cherun, HBA '04**, was honoured as one of Canada's Top 40 Under 40® for 2019. He is also featured in an article in this issue of *Intouch*. See page 7.

**Peter Gregg, EMBA '04**, has been elected Chair of the Electrical Safety Authority's Board of Directors.

**Nicole (Dias) Haggerty, HBA '89, PhD '04**, see note under 1989.

**Parag Shah, HBA '04**, was honoured as one of Canada's Top 40 Under 40® for 2019. He is also featured in an article in this issue of *Intouch*. See page 7.

**Frank Spano, HBA '04**, was honoured as one of Canada's Top 40 Under 40® for 2019. He is also featured in an article in this issue of *Intouch*. See page 7.

## 2005

**Kara Kennedy, MBA '05**, writes, "I'm keeping busy with my family in Toronto, having just returned from a three-month family vacation in Hawaii. I joined fellow classmate **Tineke Keesmaat, MBA '05**, at TILTCO, a boutique strategy and leadership consulting firm that works with ambitious leaders to set and achieve bold visions."

**Greg Kerr, HBA/LLB '05**, was appointed Vice-President, Legal, Risk & Compliance of Wolseley Canada Inc., the Canadian subsidiary of the FTSE 100 company, Ferguson plc, the world's leading trade distributor of plumbing and heating products, on July 1, 2019.

**Andre Mousseau, MBA '05**, was appointed Group Chief Financial Officer of Sagicor Financial Corporation Ltd.

**Dan Rowe, MBA '05**, is mentioned in an article in this issue of *Intouch*. See page 40.

**Jason Toledano, EMBA '05**, was appointed Chief Financial Officer of OverActive Media.

## 2006

**Derrick Fournier, HBA '06, MBA '10**, was promoted to Executive Director, Head of Global Product Development and Supply Analytics at Bristol-Myers Squibb in February 2019.

**Jason Goodhand, MBA '06**, was appointed Global Business Lead for Energy Storage of DNV GL.

## 2007

**Amulya Gurtu, EMBA '07**, writes, "I have become an Associate Professor (tenured) of Supply Chain Management at the Austin E. Cofrin School of Business, University of Wisconsin-Green Bay. I am also the Editor-in-Chief of the *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility*. Anyone interested in contributing to this academic journal may contact me."



**Ryan Rodrigues, EMBA '07**, has been re-elected to the Canadian Professional Sales Association (CPSA), the CPSA Foundation, and the CPSA Institute Board of Directors. Ryan also attained his Certified Sales Leader (CSL) designation, recognizing Canada's top sales leadership talent.



**Betty Tsoi, EMBA '07**, writes, "Here's a photo of the class of 2007 and spouses at this year's Global Ivey Day event in Hong Kong at the Royal Hong Kong Yacht Club."



**Nicole Verkindt, HBA '07**, was honoured as one of Canada's Top 40 Under 40® for 2019. She is also featured in an article in this issue of *Intouch*. See page 7.

## 2008

**John Lanthier, EMBA '08**, was named Chief Marketing Officer at Union Marketing, a communication service ad agency working exclusively with unions in Canada.

## 2009

**Justine Janssen, HBA '09**, was honoured as one of Canada's Top 40 Under 40® for 2019. She is also featured in an article in this issue of *Intouch*. See page 7.

**Matthew Lynall, MBA '78, PhD '09**, see note under 1978.

**Joanna Reardon, HBA '09**, is featured in an article in this issue of *Intouch*. See page 18.





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\*on select programs





## 2010

**Derrick Fournier, HBA '06, MBA '10,** see note under 2006.

**Melissa (Crnic) Sariffodeen, HBA '10,** is featured in an article in this issue of *Intouch*. See page 6.

**Shanti Suppiah, MBA '10,** is featured in an article in this issue of *Intouch*. See page 30.

## 2011

**Safir Jamal, HBA '11,** is featured in an article in this issue of *Intouch*. See page 18.

**Simu Liu, HBA '11,** will star in Marvel's upcoming film *Shang-Chi and the Legend of the Ten Rings*.

**Ian Rosen, HBA '11,** joined Harry Rosen as Vice-President of Digital & Strategy.

## 2012

**Reena Dar, EMBA '12,** and her husband, Dr. Sanjiv Josh welcomed their son, Zachary, on January 11, 2019.

**Kristina Safarova, MBA '12,** is featured in an article in this issue of *Intouch*. See page 28.

**David Wood, HBA '97, MBA '12,** see note under 1997.

## 2013

**Niaz Ahmed, MBA '13,** writes, "I co-founded Kormo, a startup within Google's Area 120, which was publicly launched in September 2018. We're currently working towards expanding to other areas in Asia."

**Genevieve Eccleston, HBA '13,** is mentioned in an article in this issue of *Intouch*. See page 40.

**Brandon Grant, EMBA '13,** was appointed Senior Vice-President, Technology Transformation of Doxim.

**Ian Ihnatowycz, MBA '82, LLD '13,** see note under 1982.

**Kathryn Logan Clouston, EMBA '13,** was appointed Global Relationship Manager of Collas Crill.

**Silvia Mok, EMBA '13,** is featured in an article in this issue of *Intouch*. See page 18.

## 2014

**Mike Brown, EMBA '14,** writes, "My business partners and I have developed a new Canadian whisky called Howitzer. We launched the brand in December of 2018. We decided on the name Howitzer as it pays homage to the retired military gun and a booming hockey slapshot. My business partners and I are excited to have formed partner-

ships with both Reno for Heroes and the Danny Gallivan Foundation. We hope you will give it a try."



**Ashley Ching, HBA '14,** is featured in an article in this issue of *Intouch*. See page 12.

## 2016

**Peter Kendall, EMBA '16,** joined PetalMD as their Chief Revenue Officer. PetalMD is a Canadian-based productivity health technology platform that helps optimize scheduling, booking, and billing so practitioners can focus on health care.

**Rebecca Luo, HBA '16,** is featured in an article in this issue of *Intouch*. See page 28.

**Andrew Sarna, HBA '16,** see note under 1993 (Wayne Kozun).

**Gaurav Shinde, MBA '16,** writes, "I have entered the Golden Globe Race 2022 – a solo non-stop unassisted circumnavigation of the world in a yacht with technology only from before 1968. No GPS. No iPod. Not even a digital wristwatch is allowed. This is the toughest yacht race in the world. In the

2018 race, out of the 18 participants, only five finished. I am the only participant from Canada and if I finish, I will become the first Canadian ever to circumnavigate the globe non-stop unassisted."

## 2017

**Matt Berger, Kyle Zacks (both pictured below) and Stefan Losberg, all HBA '17,** are launching their "side-hustle," Laundry Boys! A convenient and reliable pick-up and drop-off laundry service for university students. University is a time to explore interests and develop an array of new experiences. But you still need clean laundry. Let Laundry Boys take care of the laundry, while you enjoy student life... it goes by fast! The service will be starting in September 2019 at Western University and affiliated colleges. Check them out and sign-up today at [laundryboys.ca](http://laundryboys.ca). Follow them on instagram @laundryboys.ca!"



**Georges Tannous, EMBA '17,** was appointed Director of Europe, Middle East, and Africa Marketing of Genetec Inc.

**Charlie Wall-Andrews, EMBA '17,** has been elected Vice-Chair for the Music Canada Advisory Council.



## 2018

**Chris Jones, EMBA '18,** is proud to now be the Director of Marketing for the Globus Family of Brands, a leader in the travel tour industry.



**Vishal Sharma, HBA '18,** writes, "The HBA Class of 2018 recently held its one-year reunion at the Fifth Social Club & Terrace in Toronto. Over 150 alumni came out for the event! It was a night filled with great food, drinks, and friends reconnecting again. A big shout-out to our alumni reps Richard



Donnelly, Michelle Sempowski, Caitlin Pitblado, Sean Li, Vishal Sharma, Yana Kovacevic, Chris Davidge, and Ashely Sawchuk, all HBA '18, for making this night possible!"



**Sarah Smart, MBA '18,** writes, "For many MBA students, Ivey represented a year of new beginnings; new skills and perspective, new career paths, and new connections. Fast-forwarding a year post-graduation, the MBA Class of 2018 recently reconnected on a sunny Saturday in July to celebrate our accomplishments and reflect on yet another new beginning as we welcomed the MBA Class of 2019 to the Ivey Network. Together, our classes set sail on a Tall Ships cruise in the Toronto Harbour for an afternoon of food, drinks, and fun in the sun. If there's anything we took away from the day, it was our bond as Ivey alumni and classmates is still as strong as ever – and we definitely still know how to have a good time!"



Continued on Page 48 →



**Digital Health**

PHOTOGRAPHER: NATION WONG

# A Beacon of Hope

**Claire Duboc, EMBA '97, runs a digital platform that brings accessible, affordable, and effective mental health care to Canadians.**

By Mark Witten

After Claire Duboc's husband Sam struggled with depression following the deaths of his father and brother, the couple realized how difficult it can be to find and receive appropriate and effective help. Barriers such as affordability, long wait times, geographical location, and stigma prevent many from seeking treatment.

In 2017, the couple launched BEACON digital therapy, which offers therapist-assisted, Internet-delivered cognitive behavioural therapy (CBT) to Canadians with psychological issues, such as depression, anxiety, and post-traumatic stress disorder. Each user can communicate directly with their designated therapist and complete their therapy activities, any time or anywhere, through a mobile device or computer.

As experienced entrepreneurs and executives, the Dubocs saw an urgent need to bridge the big gap in care between those suffering from mental health issues and those receiving treatment. They partnered with CBT Associates, a private clinic in Toronto led by clinical psychologists, to develop the BEACON platform, which provides faster and easier access to treatment for those who need it at a much lower cost than in-person care. It is also available through many employer benefit plans.

"One in five Canadians suffer from mental health issues and two out of three of those suffering don't seek treatment. We thought there was an opportunity to apply business practices in an area where traditionally these have not been applied," says Claire Duboc, Managing Director of MindBeacon Group.

"With BEACON, we use technology to do the heavy lifting in therapy. Therapists guide the experience and they can work with more clients to get effective care to more people," she says.

Health Quality Ontario recently issued a recommendation that Internet-delivered CBT be publicly funded because of its effectiveness. "I feel gratified that we've introduced a new approach for effective therapy and changed the way people can access mental health care in Canada," says Duboc.

**Inam Teja, HBA '18**, was selected to participate in this year's cohort of the Aga Khan Foundation Canada's (AKFC) International Youth Fellowship Program. Each Fellow spends eight months in Africa or Asia working with agencies and partners of the Aga Khan Development Network (AKDN), one of the world's largest and most respected international development agencies.

## 2019

**Bravira Abadi, MBA '19**, is featured in an article in this issue of *Intouch*. See page 26.

**Vivek Astvansh, PhD '19**, is featured in an article in this issue of *Intouch*. See page 27.

**Manoela Brito, MBA '19**, is featured in an article in this issue of *Intouch*. See page 13.

**William Christodoulou, MSc '19**, is featured in an article in this issue of *Intouch*. See page 24.

**Gabi Foss, HBA '19**, is featured in an article in this issue of *Intouch*. See page 25.

**Linda Hasenfratz, EMBA '97, LLD '19**, see note under 1997.

**Nupur Jain, MBA '19**, is featured in an article in this issue of *Intouch*. See page 26.

**Naila Kassam, MBA '19**, is featured in two articles in this issue of *Intouch*. See pages 13 and 26.

**Donald Lang, HBA '80, LLD '19**, see note under 1980.

**Dwayne MacIntosh, EMBA '19**, is featured in an article in this issue of *Intouch*. See page 27.

**Will Malisch, HBA '19**, is featured in an article in this issue of *Intouch*. See page 6.

**David McKay, MBA '92, LLD '19**, see note under 1992.

**William Nguyen, MBA '19**, is featured in an article in this issue of *Intouch*. See page 13.

**Paul Okundaye, HBA '19**, is featured in an article in this issue of *Intouch*. See page 25.

**Tanya Pratt, EMBA '19**, is featured in an article in this issue of *Intouch*. See page 27.

**Ella Wardlaw, MSc '19**, is featured in an article in this issue of *Intouch*. See page 24.

**Brennan Wong, HBA '19**, is featured in an article in this issue of *Intouch*. See page 25.

## In Memoriam

Kenneth Rich, HBA '40  
Reginald Corke, HBA '53  
Gordon Osbaldeston, MBA '53, LLD '84  
Jack Curry, MBA '55  
Ronald Collyer, HBA '56  
George Suart, MBA '56  
Donald Lee, MBA '57  
Tom Brent, HBA '59  
Paul Smye, HBA '60

James Brodeur, MBA '62  
Gregory Fabro, MBA '63  
Andy Burns, MBA '65  
Ron Clark, HBA '65  
Bill Jones, MBA '67  
Norman Williams, MBA '67  
Pierre Gaudette, MBA '70  
Richard Nobbs, PhD '72  
Doug Cruikshank, MBA '75  
David Greer, HBA '79  
John Mahony, HBA '80  
Betty (Johnson) McCamus, MBA '80  
Doug Kerr, MBA '81  
Peter Crossley, MBA '84  
Brenda Pinder Parsons, HBA '85  
Andrew Pollock, HBA '85, MBA '89



# Share your news with fellow alumni

Submit your notes and photos for the next issue:

**Online:** [ivey.ca/alumni/classnotes](http://ivey.ca/alumni/classnotes)

**Email:** [intouch@ivey.ca](mailto:intouch@ivey.ca)

**Mail:** *Intouch* Class Notes  
Advancement Department  
Ivey Business School  
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London, ON N6G 0N1

Please note all submissions may be edited for content and length.

All original photos will be returned by request.



Alysha Murji  
HBA '14, MBA '18, CPA, CA







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