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MARCH
2021

+SPECIAL SECTION: CANADA'S TOP 40 UNDER 40



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XL CANADA'S TOP 40 UNDER 40

SHINING LIGHTS OF LEADERSHIP IN THE PANDEMIC AGE

KEEPING UP WITH THE PANDEMIC TIMES: CANADA'S TOP 40 ADAPTS ON THE FLY TO MAINTAIN PROGRAM MOMENTUM

Mary Teresa Bitti

Submissions were in and interviews were already taking place to determine 2020's

Canada's Top 40 Under 40 honourees when, on March 11 of last year, the World Health Organization declared COVID-19 a global pandemic. Within days, provinces across

Canada issued shelter-in-place directives and non-essential businesses and services closed their doors to help flatten the curve and slow the spread of infection.

continued

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“As we navigated those first few days of the pandemic and what the impact would be, the main focus was on the safety of family, friends and colleagues,” says Jeff Freeborough, managing partner, Toronto, executive search firm Caldwell Partners, founder of Canada’s Top 40 Under 40.

“These were exceptional circumstances and it would have been easy to push pause and not go forward with Top 40. But good news stories are important. As we learned about and better understood the severity of the pandemic, it quickly became clear having the program continue and celebrating leaders doing great things was even more important. The honourees could provide inspiration for all Canadians.”

Since its inception in 1995, Top 40 has recognized more than 800 outstanding Canadians who have gone on to establish themselves as change-makers and innovators both here in Canada and globally. They are entrepreneurs, doctors, scientists, executives, men, women, many from diverse backgrounds and ethnicities from across Canada. More than this, they are role models for the next generation, says Freeborough.

The honourees for 2020, tasked with leading in crisis, rose to the occasion. “COVID was certainly the big story this year, and we did have to change a lot because of it, but the reason for Top 40 didn’t change, the purpose of Top 40, did not change,” says John Hughes, senior vice-president, private enterprise, at MNP, Canada’s largest accounting tax and business consulting firm

serving mid-market companies and Top 40 presenting partner.

Another thing that didn’t change: the key characteristics that define Top 40 honourees. “Top 40 honourees are adaptable. They are always looking to see what’s coming. They make decisions that will help them deal with today’s challenges but that will also sustain their organizations over the long term. They aren’t looking for a quick fix,” says Hughes. “Top 40 is about celebrating Canadian talent. This year it was also about demonstrating we are going to get through this and giving hope. This was an opportunity to show life does go on.”

“*By early April, we were starting to see many of our Top 40 alumni were innovating to contribute to Canada’s response to the crisis.*”

The teams at Caldwell and MNP quickly transitioned to remote work and began assessing the challenges and opportunities and planning for different scenarios. Every Monday the Top 40 team connected to gauge the situation and keep the submission review process moving forward. Caldwell had



Jeff Freeborough

already reviewed the nearly 400 electronic submissions and selected a shortlist of 100 nominees they were to interview with MNP. In past years, interviews took place in person. This year, they were conducted online using video platforms such as Zoom.

To give themselves more time to understand how the pandemic would evolve, Caldwell and MNP made the decision to move the adjudication process from May to September with the hope the selection committee could meet in person. The announcement of the year’s honourees, which is also typically held in person at an event hosted by Top 40 partner Gluskin Sheff Associates in its Toronto offices, was also pushed forward to October.





John Hughes

“By early April, we were starting to see many of our Top 40 alumni were innovating to contribute to Canada’s response to the crisis,” says Michelle Jursa, Caldwell Partners’ director for national leadership recognition programs, including Canada’s Top 40 Under 40. “They were making headlines and leading us through the crisis.”

“*Adapting and embracing what was happening and forging ahead is exactly what each of our honourees has done.*”

For example, siblings Ravinder and Manjit Minhas, cofounders of Minhas Breweries, received a call from regional health authorities to build up quickly diminishing reserves of hand sanitizer. Within five days, they received approval from Health Canada, shut down their facility and began producing hand sanitizer. They went on to help procure gloves, thermometers, face shields

and face masks.

Jursa started a social media campaign to share the great things alumni were doing. On April 21, the Top 40 team launched a webinar series showcasing how Top 40 alumni were navigating the COVID-19 crisis. The first webinar featured epidemiologist Dr. Prabhat Jha, director of the Centre for Global Health Research and professor at the Dalla Lana School of Public Health, University of Toronto. “He was able to make the science understandable and explain the virus, why it was novel, and put into perspective where we stood, why it was important to flatten the curve,” says Jursa. “People wanted context and to know what we could expect. We were able to ask questions and get the answers we needed.”

Available to Top 40 alumni, sponsors and advisory board members, the series proved to be a silver lining, says Jursa. “We’ve done six episodes. They were interesting, educational and inspiring.” And a big hit. The Top 40 Alumni Leader webinars are now a new addition to the Top 40 program and will continue going forward, featuring a variety of topics.

Over the course of the summer, the team returned to all of the Top 40 nominees who had been interviewed to find out how they, their organizations and communities had been impacted by the pandemic and what they were doing to lead, innovate or pivot. “So much had changed. We wanted to understand what was happening with these nominees,” says Jursa. Responses were shared with the judging panel.

By the end of summer it was clear that no in-person gatherings would be possible. Caldwell Partners and MNP planned for a virtual adjudication process and announcement. The selection meeting was conducted over Zoom on Sept. 15, 2020 and involved 35 people, including the advisory board. Representatives from Caldwell and MNP were on hand to answer questions and board members used the Slido polling app to cast their votes.

Each honouree was selected based on their achievements in each of four selection criteria:

- Vision and innovation
- Leadership
- Impact and influence
- Social responsibility

On Oct. 29, 2020, the Top 40 reveal party also went digital thanks to virtual event platform technology Remo. “We were able to have 100 people seated at virtual tables of six in what looked like the floor of a convention centre,” says Hughes.

“You could have private conversations with people at your table and move from table to table to talk to other people,” says Hughes. “It made networking easy. Presentations were followed by 10-minute networking breaks.”

To ensure the experience was seamless, the production team did rehearsals to anticipate anything that could go wrong and offered guests the opportunity to walk through the technology before the event so they felt comfortable using it. Additional staff were also on hand the night of the event to help anyone having difficulty. The preparation paid off. “It was a big success,” says Jursa. The same technology will be used for the Top 40 Thought Leadership forum, which will take place on February 24, 2021.

“Adapting and embracing what was happening and forging ahead is exactly what each of our honourees has done,” says Caldwell’s Freeborough. “To have Top 40 continue was important not just for us or the honourees, but for Canadians. These are exceptional leaders. What they’ve done through the pandemic is remarkable and it’s important Canadians know these stories.”

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FIRST JOBS AND THEIR LASTING IMPACT

Denise Deveau
Kathryn Boothby

Canada's Top 40 Under 40 celebrates young leaders who are excelling in business, finance, not-for-profit and more. Here are some insights from some of Canada's rising stars.

SAHAR SAIDI, founder and CEO, LUS Brands Inc., a direct-to-consumer eCommerce hair product brand devoted to helping consumers embrace and love their own natural features.

FIRST JOB In my first job, I was operating rides at the Fantasy Fair Indoor amusement park for kids at Woodbine Centre (in Toronto). I was just 15, working after school and on weekends. I took the job to save up for a car. It was a great experience over the two-and-a-half years I worked there. I learned critical customer service skills and how to adjust them for different people because I had to deal with children and parents. And also, the importance of being on time. Empathy was a really huge thing that came out of it. Throughout my career I have had to manage people much older and much younger. I also developed a strong work

ethic, because I often worked 12-hour shifts with hardly any breaks. At the same time, I was also doing some part-time work at a coffee shop, all while juggling school. That kind of experience teaches you to manage time, organize and prioritize. I'm glad all of that was ingrained in me really early.

LEADERSHIP Probably the best people to ask about my leadership style would be my staff. I like to think I have a motivational and inspirational style. I love to teach, and hope that I lead by example and show people how I do my work. For me, LUS should be a platform to catapult other people's careers forward. It's great to see junior people come in and grow. I had tough bosses in my early days, which I am grateful for now. But that also means I set a high bar that I hold myself and my staff to. I don't think I'm an easy boss, but I do like to teach and motivate others.

TOP 40 IMPACT This is such an honour for me. Four years ago, I couldn't land a job at the right compensation level for my skillset. I thought the only choice I would have would be consulting, which is a constant hustle. Starting LUS was a big gamble for me, but it turned out to be an affirmation of what I internally knew I could do. I did everything



Shawn Cheung

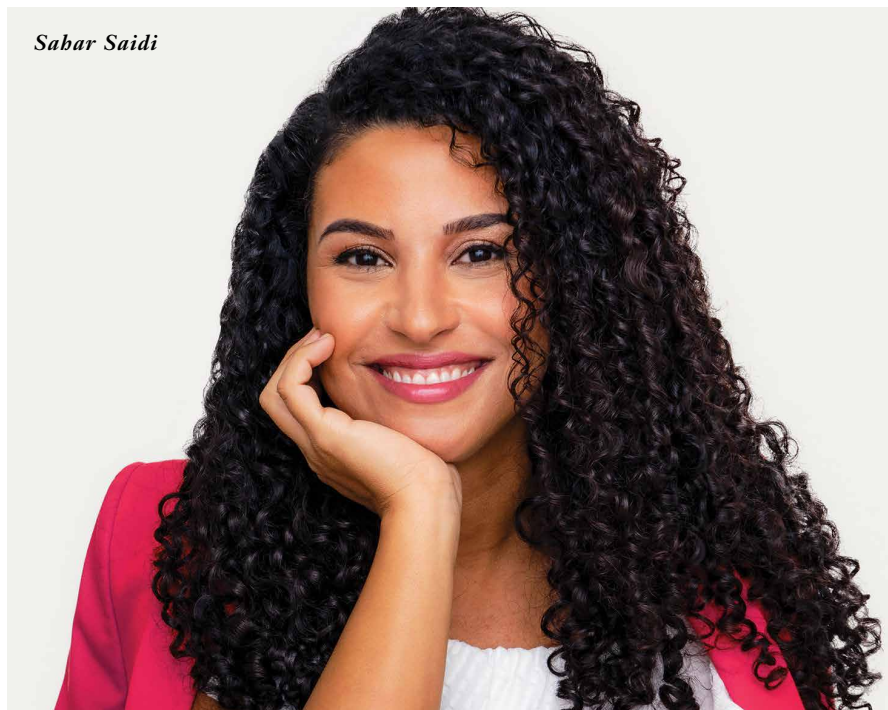
backwards – making money first, then going to university, and then job hunting where I got rejection letter after rejection letter. Getting recognition from the outside world is really nice, and I hope my story inspires others and encourages them to keep going.

SHAWN CHEUNG, founder and CEO, Raising the Village, a charity focused on alleviating poverty through increasing livelihoods in rural places in Africa.

FIRST JOB My first job was as a forest ranger in Northern Ontario for the Ministry of Natural Resources when I was 16 years old. I had just moved to Ontario from Alberta. It was a lot of hard work, clearing trails, doing construction, portaging and hiking. During that time, I learned what hard work actually was, and gained a sense of how much effort it can take to get things done.

LEADERSHIP That's not an easy question to answer. I guess you could say I have a flexible leadership style. I need to be flexible given the majority of our team is in Uganda and our staff is so varied. They come from different places, are different ages, and have many cultural differences. It's important to understand what motivates them and how to get the best out of the team. In that way I can help them get to where they want to go and become leaders wherever they are – especially in the developing world.

Sabar Saidi





Joelle Faulkner

TOP 40 IMPACT When I told my kids I was in Canada's Top 40 Under 40, one of them said I was already a No. 1 dad. The other asked for a fresh diaper. So in some ways, nothing changed. The fact is, we're considered an early growth non-profit charity. Most of our support comes from outside of Canada from places like Europe, the U.S. and Australia. This award helps us to show how we are bringing Canada to the world and builds awareness for what we are doing. I hope this raises our profile and helps us get more traction in Canada.

JOELLE FAULKNER, president and chief executive officer, Area One Farms, an alternative asset management firm focused on the agriculture sector.

FIRST JOB My brother and I sold grass seed to neighbours for a couple of summers. We were eight or nine years old at the time and thought we did well. Only later did we learn we had sold below my father's cost. The job taught us the enjoyment of working together and earning an income. We invested some of our money in Nortel just before it collapsed – it turned out we were not good stock investors – that was another good lesson for us.

LEADERSHIP I am a straightforward and in-the-trenches leader. I work hard and it is easy to do so when others are doing the same. In this business, there are two areas that I need to excel at: managing an internal team and managing our farmer partnerships.

My best ability as a leader is with the farmers. I am from a farm background so I look can at the opportunity the way they see it. Many people underestimate how hard it is to run a successful farm business, and underestimate the person running it. I can see the opportunity from the farmer's perspective and we work together for the best outcome for everyone – that's what we aim for.

TOP 40 IMPACT I have a number of really wonderful mentors who have helped me over time, people who are interested in seeing success happen, and ideas turn into reality. This award is really the result of that more than anything else. Having advice from people who have had longer to try things is extremely valuable.

KOSI STOBBS, chief executive officer, Property Owl Group of Companies, an investment organization focused on manufacturing sector and real estate acquisitions.

FIRST JOB My first paying job was as a cook at Burger King. I was 16 years old and paid \$4.50/hr. I later got a raise to \$4.75/hr as crew chief. I learned that when you walk into a job, do it to the best of your ability no matter what it is, or how small the activity. Even if a job is mundane, if you do it amazingly well it reflects positively on you. As you move into other positions, people

around you will reflect on that experience and form an overall understanding of who you are. I also learned that it doesn't matter how much or how little you earn, you can save. That first job taught me budgeting early on. Even on that meagre salary, I was able to save \$100 per month.

LEADERSHIP I'm very good at knowing what I don't know and surrounding myself with people who complement my skills. Once identified, I allow them to do their thing really well and I take a hands-off approach. As an entrepreneur you have to scale yourself and understand that you can't do everything. Any owner has two or three critical decisions they need to make for the longevity of the business. Outside those critical areas they need to step away, because if you don't get out of the way you'll have a problem. Also, I don't cry over spilled milk. Few things upset me in business – you're either winning or learning. If you're learning, learn and move on. Dwelling on the issue serves no purpose.

TOP 40 IMPACT My older brother was killed in 2006. I really wanted to honour him by establishing a charity in his name and by winning this award. I have now achieved both. To create that vision in my early 20s, and today accomplish both of those goals, means a great deal on a deep emotional level.



Kosi Stobbs

**MICHAEL BLOCK**

Senior Vice-President
Strategy & Asset Liability
Management
OMERS

BIO: Michael is Senior Vice-President, Strategy & Asset Liability Management, for OMERS, one of Canada's largest pension funds with over \$100 billion in assets and 500,000 members. Michael is responsible for developing OMERS' overall strategy and the long-term target asset mix. This work guides the organization towards the achievement of its objectives and ability to deliver on its mission on behalf of members. He operates across the organization, working with partners in all investment businesses, pension services and corporate functions. He serves on the boards of Purpose Financial, a fast-growing financial services company, and LifeLabs, a leading health-care diagnostics company.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

For me it demonstrated the value of being prepared and not overextended. It's easy to forget in good times that things can go wrong in a hurry. The opposite is also true – opportunities arrive, and you need to be ready!

**TIM COLDWELL**

President
**CHANDOS
CONSTRUCTION**

BIO: Tim is a husband, dad and Indigenous entrepreneur focused on leading by serving, culture, and the monetization of ideas. He is President of Chandos Construction, an employee-owned national technical builder that is the first/largest B-Corp-certified commercial general contractor in North America. Tim believes that business can generate economic value in a way that also produces value for society by addressing its challenges. Under Tim's leadership, Chandos has forged partnerships with social enterprises across Canada focusing on employment of at-risk youth and those who are under-represented in the construction industry.

BEST CAREER ADVICE: Don't focus on "who" you want to be; focus on "what" you love.

**CHERYL BRANDON**

Partner, Investment
Management
**WATERTON
GLOBAL RESOURCE
MANAGEMENT**

BIO: Cheryl is a founding partner of Waterton Global. She was instrumental in the institutionalization of Waterton, co-leading multiple fundraising campaigns totalling US\$1.75 billion, and providing thought leadership on portfolio construction and investment management. She has more than 15 years of experience managing capital on behalf of tier-1 global institutions. Cheryl co-founded Ashley's Angels Fund, in partnership with SickKids, and The Giving 2 Girls Initiative focused on educating girls in developing countries. She served on the board of the CVCA and is on the board of the Canadian Women in Private Equity Association.

BEST CAREER ADVICE: Take calculated risks and establish goals that are challenging to accomplish. Find a career path that allows you to continually learn and evolve. If you feel that you aren't being challenged in your career, make appropriate changes. Surround yourself with people who force you to be better the next day.

**ANDREW D'SOUZA**

Co-founder & CEO
CLEARBANC

BIO: Andrew is Co-founder & CEO of Clearbanc, the biggest e-commerce investor in the world. Clearbanc has invested \$1 billion into 2,800-plus e-commerce and software companies using data science to identify high-growth funding opportunities in less than 24 hours. Andrew has raised hundreds of millions of dollars in venture capital and is an adviser and investor to companies such as WealthSimple, Properly, and Tulip Retail. Prior to Clearbanc, he was the president of Nymi, a wearable platform focused on identity and security and the COO of the education startup, TopHat.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Focus on being proactive vs. reactive. This year and moving forward I am focused on taking the learnings of the past months outside the chaos of the day-to-day and plan ahead and be ready for what comes next.

**SHAWN HOLDEN CHEUNG**

Founder & CEO
RAISING THE VILLAGE

BIO: Since 2005, Shawn has focused on finding solutions to ultra poverty. After graduating from McMaster University with a degree in Commerce, he joined a microfinance organization in Uganda, working alongside impoverished families. Shawn identified gaps in services and opportunities that kept communities trapped in poverty. Shawn personally funded program pilots to develop the model and methodology behind Raising The Village before launching in 2012. Recently, Raising The Village responded to the impact of COVID-19 on food scarcity in rural Uganda with a reliable and sustainable food supply for a family of five, for 12 months, for less than \$1.50.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Communicate, communicate, communicate. In uncertain times, clear and concise messaging to team members, partners, and beneficiaries is needed more than ever.

**JOELLE FAULKNER**

President
AREA ONE FARMS LTD

BIO: Joelle is President of Area One Farms Ltd, an alternative asset management firm she co-founded in 2012. Joelle created a farmer-centric private equity model to help scale Canadian family farms and deliver premium investor returns. Joelle holds degrees in Engineering and Business from Western; Law from Oxford; and a Masters of Laws and Certificate of Biodesign from Stanford University. She is a Rhodes Scholar, Fulbright Scholar, member of the New York Bar Association, on the list of Canada's Most Powerful Women: Top 100, and one of EY's Entrepreneurial Winning Women.

BEST CAREER ADVICE: A career is a horserace that is run over 50 years, so you really never know how it will turn out.



JEFFREY W. CLARKE

President & CEO

INFLECTOR ENVIRONMENTAL SERVICES

BIO: Jeffrey Clarke began his career in environmental remediation as a teenager, working as a summer labourer at Inflector. It was a tough entry into the workforce. His father was the company founder and Jeff felt he had to work twice as hard to gain the respect of his colleagues – most of whom were 20 years his senior. Throughout university, Jeff continued to work at Inflector during the summer. Just as he was finishing his degree, his father died. With a desire to 'keep the dream alive', he stepped in to take leadership of the organization. That was six years ago. Since that time, Inflector has grown from a single office with 20 employees and annual revenue of \$7 million, to five offices spread across the country, approximately 500 employees, and \$110 million in revenue. As President & CEO Jeff develops the high-level strategies, strategic client relationships, and operational directives that have helped realize that growth. As a leader in environmental contracting, Inflector has executed some of the largest remediation projects in Canada's history. Jeff's passion goes beyond Inflector and reaches into the community. He is a board member with The Ottawa Hospital and supports a variety of charitable causes, including the Ottawa Regional Cancer

Foundation. His ability to lead, impact, and inspire others is widely recognized by key stakeholders and organizations across the industry. Jeff is humble in his achievements, however. He attributes his success to his mother for teaching him to have heart and his father for developing his mental fortitude, the mentors he has had along the way, and Inflector's team of driven and dedicated employees.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Be patient. Whether it is closing a deal, growing a business or creating a culture, patience is key. Young entrepreneurs and managers are eager to prove themselves and are often willing to take risks in order bring value to organizations. Sometimes the best deal is not the first deal, it's the third or fourth. Sometimes cultures within the organization are changing positively on their own and just need more time. Often growth can come organically if you are bringing value to your clients, avoiding unnecessary risks and unhealthy debt.

BEST CAREER ADVICE: I have been fortunate enough to have received so much amazing advice over the course of my career. If I am speaking on what paid the most dividends for me personally, it would be to always bet on myself. A close friend and mentor of mine told me this one of my first years in business. I often think of it when I am evaluating my toughest organizational decisions.



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*Inflector Environmental Services
is proud to congratulate
Jeffrey W Clarke and all of the
Canada's Top 40 Under 40®
recipients of 2020 on this
outstanding achievement.*



A Caldwell Award

**DR. THALIA FIELD**

Associate Professor,
Stroke Neurologist
**UNIVERSITY OF BRITISH
COLUMBIA**

BIO: Thalia is a stroke neurologist and clinician-researcher with a focus on clinical trials. She is leading a national study examining treatment and prognosis of cerebral venous thrombosis, a rare cause of stroke primarily affecting younger women. She has a particular interest in process improvement in clinical trials, including working with patients to identify important outcomes, and integrating existing and emergent technology to enhance efficiency and engage under-represented populations. She also investigates the impact of social determinants on brain health and has an outreach neurology clinic on Vancouver's Downtown Eastside.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Medical research is the opposite of a zero-sum game. The more that teams collaborate, the more everyone wins.

**STACEY GELLATLY**

Director General, Western
Canada Growth Strategy
**WESTERN ECONOMIC
DIVERSIFICATION
CANADA**

BIO: Stacey is the Director General for the Western Economic Diversification Canada's Western Economic Growth Strategy, mandated to position western Canada for success as an innovative, inclusive and connected economy. Her career has centered around driving change in highly complex and often politically sensitive portfolios. She led through numerous disasters, including floods, wildfires, recessions and the pandemic. Stacey holds a BA with Honours in Political Science from the University of Victoria, a MA in Global Governance obtained jointly through the University of Waterloo and the Hertie School of Governance in Berlin, and was awarded International Top 40 under 40 in Economic Development.

BEST CAREER ADVICE: "Your voice matters." Walk into every room, no matter how big or small, with an informed opinion. Use your voice. Question, and be questioned. Be willing to change your perspective and/or opinion as you strive for a better outcome: an outcome that is bigger than you.

**ASHLEY
FREEBORN**

Co-Founder & CEO
SMASH + TESS

BIO: Ashley was an educator before cofounding Smash + Tess with her mother in 2016. S+T rose out of Ashley's recognition of an unfilled niche in fashion — the loungewear market. S+T has grown from two employees to 23 in four years. In 2019, S+T achieved 100 per cent YOY growth, surpassing \$10 million in sales. S+T has spearheaded several charitable endeavours. Ashley recently published her first children's book, Frankie and the Magical Romper. She was named a 2019 Top 40 Under 40 by Business in Vancouver, and the CANIE BC Region named her 2020 Entrepreneur of the Year.

BEST CAREER ADVICE: To be kind always, with no exceptions. My commitment to my value system acts as a sort of compass, which becomes particularly important when we have to make difficult decisions, both in business and in life. I try to lead with kindness and empathy, and always assuming good will.

**GHASSAN
HALAZON**

Founder & CEO
**EMERGE COMMERCE
(TSXV: ECOM)**

BIO: Ghassan is a serial e-commerce entrepreneur. He is founder and CEO of EMERGE COMMERCE (TSXV: ECOM), an acquirer and operator of niche e-commerce businesses with two million members across North America. EMERGE was recognized as one of the winners on the Startup 50, and Canada's Top Growing Companies by the Globe and Mail. Ghassan's entrepreneurial journey started at the age of 25. Over the past decade, companies founded or acquired by Ghassan have saved Canadians close to \$1 billion, hired 350 employees, and raised capital from over 150 global investors. He holds an MBA from Georgetown University, and a Bachelor of Commerce from McGill University.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Absolutely everything is negotiable. Protect the house, that is your number one job as an operator in times of war.

**LYLA GARZOUZI**

Vice-President, Distribution
HYDRO ONE

BIO: Lyla is accountable for the safe and reliable delivery of electricity at Ontario's Hydro One. She leads a team of 3,500 employees and oversees more than \$7 billion in assets. Under her leadership her team is modernizing the electricity system through improved system design and use of technology. Lyla is also dedicated to putting people first, serving on multiple boards of directors, most recently focusing on affordable daycare services, and she is the executive lead for Pride One, which supports Hydro One's LGBTQ2S+ employees and allies. She is a Professional Engineer, and was recently promoted to Chief Safety Officer at Hydro One.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

With a sense of purpose and strong teams, incredible things can be achieved. COVID-19 presented incredible disruption globally, yet swift action allowed us to make changes that previously were thought of as impossible. This demonstrated that the whole is greater than the sum of its parts.

**KATHERINE
HOMUTH**

Founder & CEO
SHEERTX

BIO: Katherine is the Founder and CEO of Sheertex, the Y Combinator-backed startup behind the world's first pair of unbreakable pantyhose, designed and manufactured in Montreal. Katherine has founded and sold two businesses; ShopLocket, a pre-order platform, was acquired in 2014 by PCH, and Female Funders, an online education program for female investors, acquired by Highline Beta in 2017. She has been named one of Forbes Top 30 Under 30, One of the Women to Watch in Wearables, One of Canada's Top 100 Most Powerful Women and One of Flare's Sixty Under 30.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

The value of grit and resilience has been my most valuable career lesson. When things get hard, that's when most people give up or go on an easier path. An entrepreneur's willingness to persevere through the lows is what gets them places no one else goes.



KEN HARRIS

Founder & CEO
PLUSGRADE

BIO: In high school, Ken Harris always wore his “geek” badge proudly. Even as a teenager in the late ‘90s, he got caught up in the nascent and emergent internet and web industries in Montreal. At a time when Internet service providers were getting off the ground, he spent his high school years copying floppy disks and doing tech support just to have close proximity to the action. A person who has long promoted start-ups and entrepreneurial thinking, he found his own calling while travelling, where he realized there was an opportunity for airlines to sell vacant business-class seats. This later inspired him to create Plusgrade in 2009, a travel technology company that enables ancillary revenue-generating solutions for the global travel industry. The fact that he didn't have practical experience in travel industry technology didn't stop him. He convinced a number of key industry experts at top travel technology companies to join him.

Despite the fact he was advised against the idea, Plusgrade became one of the fastest and most widely adopted platform in the travel industry over the last decade. To date it has created over \$5 billion of new revenue opportunity for more than 70 premier airlines and cruise lines across 50 countries, by optimizing upgrades, unsold inventory and other premium services. Plusgrade is now the de facto standard within the \$9 trillion global travel industry. Its Bidding for Upgrades platform is counted as one of the largest revenue

streams of airlines globally, solving key business concerns and driving profitability. Other platforms include Seat Blocker, which allows people to pay to sit neighbour-free on flights.

An avid traveller since his student days, Ken has lived and backpacked across the world, including through Europe, Australia, Asia, Africa and the Middle East.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: Didn't come this far, to only come this far. This past year, the travel industry has taken a huge, unimaginable and unprecedented hit -- but having had front row seats through 2020, it has also been inspiring to see the amount of innovation, resilience and response to these challenges that all the stakeholders in the industry, especially the Plusgrade team, have brought to market. We're coming back stronger than ever.

BEST CAREER ADVICE: If you want to go fast, go alone. If you want to go far, go together.

Ken Harris



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Your team is incredibly proud to stand behind your vision. We're excited about what's ahead, now more than ever.

PLUSGRADE

plusgrade.com



Join our team and together, let's make the global travel industry stronger.



JEREMY LEVITT
President
**CMH HELI-SKIING &
SUMMER ADVENTURES**

BIO: Jeremy has been President of CMH Heli-Skiing & Summer Adventures since 2015. Prior to that, he worked in Denver at CMH's parent company, Intrawest Resorts (now Alterra Mountain Company), where he led a variety of strategic initiatives, turn-arounds, and corporate development projects. Jeremy started his career in mergers & acquisitions at Citigroup in New York and then moved on to private equity at Cerberus Capital. Jeremy received his MBA from The Wharton School at the University of Pennsylvania and earned his Bachelor degree from Babson College, graduating Magna cum Laude.

BEST CAREER ADVICE Your career is like a lily pond, with the other side representing your ultimate goal. It is unlikely that all of your moves will be to the lily pad directly in front of you. You may have to go sideways or even backwards to eventually get to the other side. Ensure that any move you make doesn't close off other moves that could help you. get to the other side.



**ROHAN MAHIMKER/
ALEX PETERS**
Co-CEO
PRODIGY EDUCATION

BIO: Alex and Rohan are the Co-CEOs of Prodigy Education, where the mission is to help every student in the world love learning. They believe that effective education is a basic human right, and their flagship product is a highly engaging math game for grades 1-8 that kids actually WANT to play. This has enabled Prodigy to grow to over 25 per cent of all grade 1-8 students in Canada and the US as monthly active users, with incredibly positive feedback from students, parents, and teachers. Rohan oversees Prodigy's people teams, including marketing, sales, finance and people ops, while Alex leads all product departments, including the company's new online tutoring platform. They both collaborate on company vision and strategy.

BEST CAREER ADVICE ROHAN MAHIMKER Focus on building a team of exceptional people in order to drive growth.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: ALEX PETERS Given the amount of ambiguity there's been with COVID-19, we found a lot of value in communicating early and often, and taking the time to do in-depth scenario planning.



DR. NIR LIPSMAN
Neurosurgeon and
Scientist, **SUNNYBROOK
HEALTH SCIENCES
CENTRE**

BIO: Nir is a neurosurgeon and scientist at Sunnybrook Health Sciences Centre. He has developed several novel trials that are among the world's first to use deep brain stimulation and focused ultrasound for difficult-to-treat neurological conditions, including essential tremor, obsessive-compulsive disorder, major depression, Alzheimer's Disease, and glioblastoma multiforme. An in-demand speaker, he has published over 150 publications and textbook chapters, including in The Lancet, Nature Communications, and New England Journal of Medicine. He is currently the Director of Sunnybrook's Harquail Centre for Neuromodulation, and the Clinical Director of Sunnybrook's Focused Ultrasound Centre of Excellence.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: Hire few, but hire well. A small group of bright, motivated, and driven individuals can be more successful than a group ten times as large.



ANDREW OLIVER
President & CEO
**OLIVER & BONACINI
HOSPITALITY INC.**

BIO: Andrew is President and CEO of Oliver & Bonacini Hospitality Inc., operating a diverse portfolio of innovative and celebrated restaurants including Canoe, Leña and Auberge du Pommier; as well as unique event venues such as Arcadian and The Carlu. Andrew has increased event-specific sales by over 500 per cent and established the company as an industry leader, forging key partnerships with Hudson's Bay, Compass Group Canada, Big Rock Brewery, and Katz Group. In 2018, he led the acquisition of Concorde Entertainment Group, doubling the company's portfolio of restaurants.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: The challenges this year have seemed insurmountable ... one setback after another ... but, giving up was not an option. Edison said, "the most certain way to succeed is always to try just one more time". So despite one kick in the face after another, we had to keep coming. Successes do the things the failures are unwilling to do — never give up and never surrender.



COLIN LYNCH
Head of Global Real Estate
Investments
TD ASSET MANAGEMENT

BIO: Head of Global Real Estate Investments at TD Asset Management (TDAM), Colin joined TDAM in 2015 and co-founded the Global Real Estate Strategy. He oversees investments in over 650 properties across 120 cities worldwide. Colin holds an MBA from Harvard Business School, a Bachelor of Commerce and a Bachelor of Arts from Queen's University, and an ARCT (honours) from the Royal Conservatory of Music. Colin is a member of the Board of Directors of the Sunnybrook Health Sciences Centre, the Toronto Symphony Orchestra, the Toronto Investment Board and Queen's University's Investment Committee, and is co-founder of the Black Opportunity Fund.

BEST CAREER ADVICE: You have one wild and precious life. Don't assume that it'll last forever. So do what you're passionate about and persist in doing so. As you grow older, the world and your circumstances will increasingly tell you that you can't follow that passion. It's your job to say that you can, and then to go do it.



LIAM O'ROURKE
CEO
LAKECITY WORKS

BIO: A Nova Scotian who returned home to help develop his sector, Liam brings a wealth of experience from his work in Montreal, where he launched an innovative social enterprise production house providing creative opportunities to individuals on the autism spectrum. He is an ambitious, energetic and authentic leader who is keen to play a key role in reshaping the economy through social entrepreneurship. Liam is the proud CEO of LakeCity Works, co-founder and board member of Spectrum Productions, founding board member of Solar Schools Canada and a recent addition to the board at the Social Enterprise Network of Nova Scotia.

BEST CAREER ADVICE: Trust your gut but strive to keep it a thoughtful, well informed, non-reactive gut.



DR. VÉRONIQUE LECAULT

Co-Founder & Chief Operating Officer
ABCELLERA

BIO: At a young age Véronique Lecault could not decide between biochemistry and engineering so she chose to pursue both at the University of Ottawa, where she began her quest to solve problems that mattered. She was part of a team that developed the core technology for AbCellera while pursuing her PhD at the University of British Columbia. Together they invented a multidisciplinary antibody discovery platform that searches, decodes, and analyzes natural immune systems to find antibodies for development into drugs for disease prevention and treatment.

AbCellera was founded in 2012 with a small seed round from friends and family and grew organically from there. The company took its first round of institutional financing in 2018, and recently raised US\$555 million through a public offering on the Nasdaq.

AbCellera has partnered with a growing list of drug developers of all sizes, from large pharmaceutical to small biotechnology companies, empowering them to move quickly, reduce cost, and tackle the toughest problems in drug development. The technology was recently deployed to discover bamlanivimab, the first COVID-19 antibody therapy specific to SARS-CoV-2 to receive Emergency Use Authorization by the FDA. Today AbCellera has grown to over 200 employees and has received three Fast Company awards in 2020, including Innovative Team of the Year. AbCellera continues to invest in teams, technologies, and

infrastructure to improve the speed and success of antibody drug discovery for their partners. Her hope is to continuously push the edge of science and technology and create an enduring anchor company in Canada.

Véronique is a strong advocate of entrepreneurship and science outreach, and was recently recognized in the BMO Celebrating Women's "Expansion and Growth in Business" category and as a STEM Star Influencer by BCBusiness. She has also been a recipient of the L'Oreal-UNESCO For Women in Science.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: When something seems impossible, take on the challenge and rally. Never underestimate the synergy created by people working together towards the same goal. When everyone is in tune and moving in the same direction, everything gets amplified, and what you create becomes bigger than the sum of its parts. That's when the magic happens.

BEST CAREER ADVICE: "Finish the mission." This advice is from my windsurfing coach, Jem Hall. After the last turn when riding a wave, you have to keep the momentum, look forward and position yourself to catch the next, bigger wave. This is also true in building a business. You need to fully commit to executing the current plan while keeping an eye on the future and preparing for the next phase of growth.

We're looking for **engineers, developers and data scientists** to work side-by-side with our scientists to build technologies for the development of next-generation therapies. You'll be exploring nature's database of antibodies and leveraging hyperscale computing to help us transform the way new treatments are discovered.

Over the past 8 years, we've developed a full-stack, AI-powered platform that searches, decodes and analyzes the database of natural immune systems to find antibodies that can be developed as drugs.

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INTERESTED IN
SEARCHING, DECODING,
AND ANALYZING
A DATABASE THAT'S
500,000,000 YEARS
IN THE MAKING?

AbCellera



GREG PALASCHUK
Executive Vice-President &
Chief Financial Officer
**FINNING
INTERNATIONAL INC.**

BIO: Greg Palaschuk was appointed Executive Vice-President and Chief Financial Officer of Finning International, the world's largest dealer of Caterpillar heavy equipment, in March of 2020. Greg joined Finning International in 2014 and has held multiple senior leadership positions, including Senior Vice-President of Finance, Finance Director for Finning UK and Ireland and Vice-President/Treasurer for Finning International. Greg serves on the Board of Directors of Kids Up Front, which provides inspirational experiences for deserving kids. Greg lives with his wife Laura and three sons in North Vancouver.

BEST CAREER ADVICE: A mentor early in my career gave me the great advice that trust is an extremely important part of being successful in business over the long term. And in order to build trust you need to seek out opportunities to be trustworthy, then deliver on what you committed with the spirit of partnership and positive intent.



CAROLE SAAB
Chief Executive Officer
**FEDERATION
OF CANADIAN
MUNICIPALITIES**

BIO: Carole is the Chief Executive Officer for the Federation of Canadian Municipalities, the national voice of Canada's local governments. She oversees many of the functions that are central to fulfilling FCM's mandate: from government relations and policy development to communications and member outreach. Her team operates in real-time, responding to fast-moving political events and policy opportunities while delivering a range of services to 2,000 member municipalities. Carole's leadership has helped position FCM as one of the most respected and effective advocacy organizations in Canada.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: This year reinforced that change is a constant. Getting good at thriving within it is essential, which means being agile as a leader and organization. This is best enabled through an empowered team, a clearly articulated vision, and trust. It has also reinforced that being effective requires meaningfully engaging a diversity of perspectives.



DR. TREVOR PUGH
Senior Scientist & Director,
Genomics
**PRINCESS MARGARET
CANCER CENTRE &
ONTARIO INSTITUTE FOR
CANCER RESEARCH**

BIO: Dr. Trevor Pugh, PhD, FACMG is a cancer genomics researcher, board-certified molecular geneticist, and holder of the Canada Research Chair in Translational Genomics. He is Associate Professor in the University of Toronto Department of Medical Biophysics, Senior Scientist at the Princess Margaret Cancer Centre, and Director of Genomics and Senior Investigator at the Ontario Institute for Cancer Research. Trevor has contributed to multiple large-scale genomics and data-sharing programs including the Terry Fox Marathon of Hope Cancer Centres Network. Most recently, he was awarded a Terry Fox New Investigator Award and StandUp2Cancer Phillip A. Sharp Innovation in Collaboration Award.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: Eat your own dog food. Being your own best customer is the best way to work the kinks out of a new program, protocol, or technology offering.



ANILISA SAINANI
Vice-President Finance,
Chief Accountant
ROYAL BANK OF CANADA

BIO: As Vice-President of Finance and Chief Accountant of the Royal Bank of Canada (RBC), Anilisa is responsible for guiding and advising the bank through evolving regulations and accounting policies, and providing external reporting oversight and governance. In today's fast-paced landscape, she brings pragmatic leadership to navigating complex accounting, financial reporting and regulatory requirements, and challenges the status quo to drive better results for RBC and its shareholders. Anilisa is a champion for diversity and inclusion and is actively involved in the community, serving on the St. Joseph's Health Care Foundation Board of Directors and on the Kingsway College School Finance Committee.

BEST CAREER ADVICE: Think less about what you want to do, and think more about who you want to be.



ALI REYHANY
Founder & CEO
**CAREPHARMACIES.CA &
MEDNOW.CA**

BIO: Ali immigrated to Toronto at age six. Prior to completing an undergraduate degree, Ali was accepted to Pharmacy school at University of Toronto. Three months after graduating, Ali purchased a pharmacy specializing in mental health. He continued to acquire pharmacies and other health care businesses across Canada with partners, now with 60 locations in six provinces. Ali believes in giving back: He helped create income-earning pharmacy businesses for remote First Nation communities in Manitoba, which allowed them to take control of their care and create everlasting economic benefits. Most recently he has co-founded Mednow, an online pharmacy and virtual health provider.

BEST CAREER ADVICE: In business there is no place for negative emotion or energy. Just problems to solve. Take risks when you can. If you don't know, read three books from people who do.



MELISSA SARIFFODEEN
Co-founder & CEO
**CANADA LEARNING
CODE**

BIO: Melissa is the CEO and Co-founder of Canada Learning Code. She is a celebrated digital literacy advocate who is dedicated to ensuring that all people in Canada have the critical skills, confidence, and opportunities that they need to thrive in our increasingly digital world. To date, the organization has taught over 600,000 people in Canada technology skills through their in-person programs, which are offered in over 30 cities across the country and now live online. She taught herself how to build websites from scratch using HTML when she was 11 years old and has been coding ever since.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: Change can be incredibly hard, especially when out of your control, as so much of this pandemic year was. Being intentional about finding ways, and creating opportunities for others, to contribute and influence the change — in decisions or solutions — not only leads to better outcomes but also a sense of agency in a challenging environment.



SAM MASRI

COO

SAP CANADA

BIO: Sam Masri (promoted to Global Head of Industry and Value Advisory after the Top 40 selection process was completed) has been a powerful driving force behind digital transformation for SAP customers across the country. As COO he was responsible for the development and consistent execution of SAP Canada's overall go-to-market sales strategies across its on-premise software and cloud solutions, along with an ecosystem of stakeholders.

He joined SAP Canada to lead its Industry Value Engineering team in 2013. Since becoming COO, he has played a significant role in expanding the company's revenue and profitability objectives, delivering on large-scale business transformation programs across North America, EMEA and Asia and securing SAP's leadership position in that space. He is a sought-after spokesperson on the topic of building the intelligent enterprise through digital transformation. Among his many achievements, he spearheaded SAP Canada's flagship digital transformation study, which is now in its fifth year.

Before joining SAP, he held senior management and consulting roles with Oracle, Strategy& (formerly Booz & Company), and Johnson & Johnson. Throughout his career he has worked on projects in 30 countries across four continents.

Sam has a broad and diverse educational background, acquiring his MBA from Cass Business School at London City University in the UK, and his BSc in computer engineering from the University of Jordan. He also studied driving corporate performance under Harvard University's executive education program. While promoting digital transformation has been an ongoing passion project for Sam, he also dedicates his time to growing up and coming talent within the industry. He is tireless in his efforts to promote global youth inclusion, diversity, education development, and empowering millennials to take on leadership roles in technology. Among other projects, he has volunteered as a facilitator and mentor with the United Nations University International Leadership Development program (UNU LDP) and with Junior Achievement International.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: Stay curious, be courageous, be tenacious and during it all stay humble and know that everyone has a story that makes them very special. Be grateful.

BEST CAREER ADVICE: "The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails". We shouldn't stress over what we can't control, but for what we can control – we should be all in.



Sam Masri, you make a difference.

Congratulations on being named one of Canada's Top 40 under 40 for 2020. Thank you for being a driving force with us, our clients and our partners.

**From all of us at SAP Canada,
you make us proud.**





DR. STEPHANIE SIMMONS
Chief Quantum Officer
PHOTONIC INC.

BIO: Stef provides the technology vision for Photonic Inc., a Vancouver-based company building the world's first large-scale universal quantum processor in silicon. She is a world-leading expert in quantum technologies, silicon spin-photon interfaces, condensed matter spin dynamics, and quantum optics. Stef has twice achieved Physics World Top Ten Breakthroughs of the Year. She is also a Tier 2 Canada Research Chair, a Canadian Institute for Advanced Research Fellow in Quantum Information Science, and Assistant Professor of Physics at SFU. Her work has been featured by the BBC, CBC, Scientific American, Wired Magazine, the New Scientist, and New York Times.

BEST CAREER ADVICE: Create impact. Whatever you choose to do, make it count in the lives of others. Everyone's impact will be unique. Whether you're a kindergarten teacher, or a parent, or a quantum scientist, choose to make an impact daily.



PAUL M. TAYLOR
Executive Director
FOODSHARE TORONTO

BIO: Paul is the Executive Director of FoodShare Toronto, Canada's largest food security organization. Paul is a champion of social justice through his personal commitment to helping create a more just and sustainable world. A guiding force in the food security conversation, Paul has experience in policy advocacy, education, community development, non-profit governance and fundraising. Paul was the Vice-Chair of Food Secure Canada, served on the board of the Metro Vancouver Alliance and is founder of the Vancouver Food Summit. Paul was Co-Chair of BC's Poverty Reduction Coalition and on the Board of Directors of the Canadian Centre for Policy Alternatives (BC office).

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: To be an effective leader often means disavowing ourselves of everything that we've been taught about leadership, especially the things rooted in hetero normativity, patriarchy, colonialism, white supremacy and classism.



JAIVEER SINGH
CEO
MINT
PHARMACEUTICALS INC.

BIO: Jaiveer is an entrepreneur and CEO at Mint Pharmaceuticals Inc. Under his leadership, Mint has emerged as one of the country's leading generic pharmaceutical firms. Jaiveer is also an active early stage investor passionate about supporting fellow entrepreneurs. He was the Chairman of Truverra until acquired by The Supreme Cannabis Company in 2019 and is a Co-founder of LA-based hedge fund Medina Singh Partners. Jaiveer is a founding supporter and adviser to HXOUSE (a Toronto-based incubator for creative talent) and an active member of YPO. He holds an MBA from Columbia University and a B.Sc. from Carnegie Mellon University.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR: Effective communication: In times of uncertainty, when the response of global and federal authorities is in constant flux, it is critical that you, your team, and all stakeholders are aligned on primary objectives and guiding principles to stay the course and navigate these once-in-a-lifetime challenges.



SHAMEZ VIRANI
President and Partner
CENTRECOURT

BIO: Shamez is the President and Partner of CentreCourt, one of the most active and fastest-growing high-rise residential real estate developers in Canada with 12 towers under development representing more than 6,000 homes and \$3.1 billion in value. Shamez is responsible for overseeing and managing all employees with a focus on rezoning, development, sales and construction. Shamez holds an MBA with a concentration in real estate from Columbia Business School and an Honors Business Administration (HBA) degree from the Richard Ivey School of Business at The University of Western Ontario.

BEST CAREER ADVICE: The best career advice I have received, which came from Ray Dalio's book Principles, is that you should embrace every challenging situation or bad outcome as an opportunity to learn and to implement a new principle in your career to ensure that the same bad outcome does not happen again. This will ensure that you constantly improve through every experience. Simple but profound.



KOSI STOBBS
CEO
PROPERTY OWL GROUP
OF COMPANIES

BIO: Kosi is a true rags-to-riches success story, which was highlighted in his book F\$CK Broke, Let's Get Rich, which made Amazon Canada's best-seller list in business and finance. His parents, immigrants from Jamaica, encouraged and provided Kosi the opportunity to shine. His mix of engineering and branding skills give him a unique ability to foster the growth of his companies. He has a deep understanding of business and financing, which helps him identify good businesses and foster their growth. He's also been a huge advocate for the growth of manufacturing in Canada and has lobbied with all levels of government.

BEST CAREER ADVICE: More of a statement that I live by. "Winners never quit and quitters never win."

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DINO MOLLO

Vice-President, Strategy & Corporate Development
RITCHIE BROS.

BIO: At Ritchie Bros., Dino Mollo's responsibilities include inorganic and organic growth initiatives including mergers and acquisitions (M&A), partnerships, joint ventures, and corporate strategy. In addition to executing a transformative strategic plan, he has helped acquire eight companies and raise US\$1.5 billion through a syndicated credit facility and public bond offering. After almost a decade of investment banking Dino joined Ritchie Bros. in 2014, initially on a short-term advisory contract. He credits his wife for urging him to take the short-term position, despite having an infant at home and another on the way. It was a turning point in his career. Within six months, Dino was hired on full time as strategic development project lead. M&A was a significant part of the go-forward plan for the organization at that time and Dino put his hand up for every opportunity that came along, whether under his purview or not. His willingness to take on any task brought a rapid promotion to director, and subsequently his elevation to vice-president. One of his greatest career milestones is his role in Ritchie Bros. transformational US\$758.5 million acquisition of online marketplace IronPlanet in 2017, in which he was involved from the beginning. Dino is inspired

by the support of his family and the mentors he has had along the way. When he is not feeding off the adrenaline of a fast-paced industry and career, Dino spends as much time as possible enjoying the outdoors with his family, coaching his three sons in hockey and attending their soccer games. Headquartered in Vancouver, B.C., Ritchie Bros. (NYSE & TSX: RBA) is the largest heavy equipment auctioneer in the world. In 2019 alone, the organization completed more than \$5-billion in equipment transactions.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: The only constant is change. Be adaptable, be flexible, and communicate.

BEST CAREER ADVICE:

You control your own career. Stick your hand up to take new and challenging opportunities.



Thank you for exemplifying our Ritchie Bros. core values

"Dino is an exceptional executive who is sharp, creative, and works with a positive can-do attitude and seemingly endless energy. We are proud to have him on the team, and this honor is well deserved."

Ann Fandozzi,
CEO Ritchie Bros.

rb RITCHIE BROS.

The world's leading trusted global used equipment marketplace.

**JAS HOTHI**

EY Canada Partner, National Practice Leader
ERNST & YOUNG LLP

BIO: People are the heartbeat of any organization. For Jas Hothi, that's everything — and she's built her career accordingly. "When you put people at the centre and tee them up to work with purpose, you don't just enable that individual to thrive," explains Jas. "You unlock next-level possibilities that drive success for companies, the clients they serve, and the communities they build. That's powerful."

Jas has been doing exactly that throughout her 11-year tenure with EY Canada. Her rise to firm leadership is marked by collaboration and a huge emphasis on aligning mentors and projects to make a real impact. From founding EY's Financial Service Enterprise Risk practice in 2017 to driving triple-digit growth since its inception, Jas connects every career milestone she achieves with new ways to empower the colleagues around her. Drawing on diverse thinkers and strategists to bring new solutions to market. Tapping high-potential practitioners to establish a micro-practice that uses emerging technology to better anticipate and manage risk. Fostering a culture of advocacy and sponsorship across her team. Jas transforms the business by bringing out the best in a deep pool of rich talent, all equally invested in building better together. Jas's focus on connecting people and opportunities extends to all facets of her life. Deeply committed to challenging the status quo, she is a founding member of EY's United Way Next Gen Cabinet. Jas also sits on EY's Americas Ethics Oversight Board. Through her roles as national executive sponsor of EY's Professional Women's Network and board member of the Canadian Women's Foundation, she's actively working

to foster equality for women everywhere.

What's next? Jas is now pursuing the Institute of Corporate Directors Designation (ICD.D) in hopes of seizing additional opportunities to advocate for underrepresented groups and high-potential emerging talent. She is continuously inspired by the concept of seva — our fundamental responsibility to give back in any way we can. "Great leaders recognize each person's power. They encourage others to enable transformation grounded in curiosity, baked in empathy. That's the bar I set for myself and the amazing people I work with."

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Everyone has their own superpower, but don't always get the opportunity to use it. A great leader will recognize each person's power and not wait for times of change and uncertainty to let people thrive. Leveraging the full skill set of your teams during and beyond this black swan event, while encouraging curiosity and empathy, will be vital to remain competitive in today's transformative landscape.

BEST CAREER ADVICE:

One of the greatest ways to help yourself is by helping others. Investing in the growth and development of your people, customers and communities — without the expectation of something in return — is necessary to build trust as the currency of relationships, as well as humble and empathetic leaders. But we must remember that diversity cannot be overlooked. Embracing diverse perspectives will be the key to being bold, fresh and innovative.

We see you, Jas

Disruptive thinker. Inclusive leader.
Boldly redefining what's possible for
clients, colleagues and communities.

Congratulations to Canada's Top 40
under 40®, including EY's own Jas Hothi.

**All of us at EY Canada celebrate
your leadership.**





JASON MULLINS

President & CEO
GOEASY LTD.

BIO: Jason Mullins leads a team of over 2,000 employees at more than 400 locations across Canada. goeasy Ltd. (TSX: GSY-DB), is a leading provider of alternative financial services to non-prime Canadians. Since joining the organization in 2010, he has played a key role in the organization's pivot into consumer lending and has helped the Company surpass \$1 billion in market capitalization with compound earnings growth of 28 per cent. In his role as CEO, Jason drives the organization's strategy and nurtures its culture. During his tenure, goeasy has received six awards in recognition of performance and culture. Prior to joining goeasy, Jason spent 15 years in the financial services sector on a career path that brought experience spanning large corporations, start-ups, and those in between. His passion and affinity for inspiring others came early in his career when he stepped into his first leadership position. Gaining a bank management position at age 22 helped affirm his skills and abilities. Leading goeasy's transformation was a defining career moment for Jason. In essence it was building a business from the ground up, which has been a great success. He attributes that success not only to the great deal of time and hard work invested, but to the dedication of the entire goeasy team. Jason is committed to enriching com-

munities at home and abroad. He is a team leader for Habitat for Humanity, trustee for the Boys and Girls Clubs of Canada Foundation, and vice-chair for the Canadian Lenders Association. For his personal achievements Jason thanks his wife, without whom he says he would not have had the capacity to invest in his career. During his downtime, he enjoys outdoor activities with his family including running, snowboarding and boating, and looks forward to adding international travel back into their lives. Jason also has an Executive MBA from the Ivey Business School.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: The most valuable lesson I learned this year was how resilient and loyal people are when you help them feel safe. Early in the year, we were quick to assure people of their job. Removing this stress and uncertainty allowed our team members to focus on supporting each other and our customers. We were fortunate to be in that position and I am proud of the way our team responded.

BEST CAREER ADVICE: The best career advice I have ever received was simple; think longer term. Over the years I have worked on training myself to consider the long game, which has completely transformed my prioritization and decision-making. From focusing on my mental and physical well-being, to investing in key personal relationships, to making difficult or important business and leadership decisions; using a longer-term horizon has enhanced every aspect of my life.



CONGRATULATIONS!
JASON MULLINS
PRESIDENT & CEO, GOEASY LTD.

YOUR LEADERSHIP INSPIRES US TO CREATE BETTER TOMORROWS FOR EVERYDAY CANADIANS FROM COAST TO COAST.

On behalf of goeasy's 2000 employees, congratulations on being recognized as one of Canada's Top 40 under 40. We are so proud of this outstanding achievement and thank you for the passion and dedication you bring to our employees, customers and communities.



goeasy Ltd.



SAHAR SAIDI

Founder & CEO
LUS BRANDS

BIO: Sahar Saidi has never been one to shy away from a promising venture. In 2017, she founded LUS ("Love Ur Self") Brands, a Toronto-based direct-to-consumer eCommerce brand devoted to creating innovative products that help consumers embrace and love their own natural features, starting with their hair. Her proprietary formulas for consumers with curly hair with a direct-to-consumer sales strategy and proven early stage quantifiable success drew the attention of high-profile backers such as Y Combinator, Comcast Ventures, Sound Ventures (co-founded by Ashton Kutcher) and others. Since 2017, the company has grown close to 3,000 per cent and she continues to drive for aggressive year-over-year growth as it enters its fifth year of business. Since her teens, Sahar displayed a strong work ethic and an entrepreneurial spirit that has led to multiple successes throughout her life. Her first full-time job at 18 was with Ontario Energy Savings Corp., a commission-only job selling energy contracts door-to-door. During first year at university, she continued with her sales job on the side. She left school after completing that first year to pursue a full-time career in sales (and earning a six-figure income in a strict commission-based environment), and by the age of 23, became a Regional Manager and later Vice-President of Sales at Truestar Health.

Looking for a change in lifestyle, Sahar then decided to move to the Turks & Caicos Islands, where she worked in marketing and business development for a private jet terminal. From that point she transitioned to independent consulting in marketing and business development for SMEs in a variety of industries, from travel and food and beverage, to telecom and entertainment. She returned to university in her 30s to complete the Global Executive MBA program at Rotman School of Management (University of Toronto). Even with a dual MBA degree, her non-traditional and non-linear career path stood in the way of landing the type of executive role she desired in conventional and larger organizations. True to form, she took matters into her own hands by establishing LUS, which she is now in the process of expanding to markets beyond North America. LUS Brands was ranked as one of Canada's fastest-growing companies in 2020 in the startup category by Maclean's and Canadian Business Magazine.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

Having open and transparent communication with your team is critical, especially during tough times (like 2020 was). I have always believed in honesty and transparency; I share A LOT with my team. Being able to share both good and bad news openly with everyone has allowed us to build a more cohesive culture at LUS.

BEST CAREER ADVICE: Hire slow, fire fast. Especially when you have a small team, adding a bad apple to the bunch really messes up culture.

Curly Hair Simplified.

Congratulations to **Sahar Saidi**, Founder and CEO of LUS Brands, for being recognized as one of Canada's Top 40 Under 40.

Since launching in 2017, LUS has shipped over 2.5 million bottles to over 600,000 customers all over the world.



LOVE **UR** SELF

LUSBRANDS.COM



JAMES SCONGACK

Executive Vice-President, Corporate Affairs & Operational Services

BRUCE POWER

BIO: Bruce Power is in James Scongack's DNA. He grew up, and continues to reside, in nearby Port Elgin. His father was a firefighter at the generating station. James joined the organization in 2004 as a research assistant and communications consultant. Now, more than 16 years later, he leads a team of approximately 900 people who provide services and support for operations and construction activities at the Bruce Power site. James is also responsible for external relations, market and business development, regulatory affairs, and corporate social responsibility. In addition, he leads the company's medical isotopes business, which provides health care facilities around the globe the ability to sterilize equipment, and to diagnose and treat certain cancers. James is considered a visionary in the industry. He is a generator representative and vice-chair of the Independent Electricity System Operator Advisory Committee and a member of the Advisory Board for the Ivey Energy Policy and Management Centre. His commitment to the importance of nuclear energy in Canada's clean energy future led James to take a leadership role in creating the Nuclear Innovation Institute to accelerate new thinking and technologies. He subsequently established a Green Ribbon Panel of environmental and economic leaders from across the country to

tackle the urgent need to reduce emissions, while growing the economy. James has a personal connection to Bruce Power's medical isotope business. That personal connection led to his founding of the Canadian Nuclear Isotope Council, of which he is chair. The council comprises more than 50 organizations from across the country that are committed to advancing the fight against cancer and disease, both on the domestic front and internationally. He is also on the board of the Brain Tumour Foundation of Canada and the Pediatric Oncology Group of Ontario.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

It's in challenging times like during COVID-19 when we can bring out the best in people and our organizations. If people understand a challenge and what we need to achieve there is no shortage of passion, smarts, dedication and effort to get the results needed. More importantly, we are all in the people business. When our people are engaged, at their best and challenged is when we achieve great things.

BEST CAREER ADVICE:

Three strong pieces of advice I work hard to live by everyday. Nothing replaces hard work. There are so many things we can't control but our dedication and commitment we can. Leaders also need to focus their energy on bringing out the best in people, build strong teams, set clear direction and be a support when challenges are encountered. Finally, it's all about people. If people are engaged, supported and empowered the results follow.

CONGRATULATIONS JAMES SCONGACK

ON BEING HONOURED
AS A MEMBER OF



CANADA'S
TOP 40
UNDER 40

A Caldwell Award



The dedicated employees at Bruce Power are committed to working together to provide reliable, clean and affordable electricity to Ontario families and businesses while producing life-saving medical isotopes for the World. Together will all do our part to contribute to the fight against COVID-19 and ensure Canada emerges strong from the Pandemic.

BrucePower[™]
Innovation at work

**MARK THOMPSON**

Executive Vice-President and Chief Corporate Development & Strategy Officer
NUTRIEN LTD.

BIO: Mark Thompson leads Nutrien's global corporate development and strategy, mergers and acquisitions, economics, sustainability/ESG and stakeholder relations functions. He has played an integral role in leading the evaluation and execution of strategic initiatives, partnerships, acquisitions and investments that have been central to the continued growth and development of Nutrien, which is now among the largest and most recognized agribusiness companies in the world. Along the way, he has served as a global ambassador for the agriculture industry and a leading voice in support of AgTech and Sustainable Agriculture. Mark is also a North American Ambassador for the International Fertilizer Association (IFA). Born and raised in Saskatoon, he attended the University of Saskatchewan, where he earned Bachelors' degrees in Commerce (Finance) and Arts (Sociology), while also competing as a member of the Huskie Men's Basketball team. He then moved to Ottawa, where he worked in finance and investment roles in the commercial real estate and real property industry. Mark returned to Western Canada to join Nutrien in 2011, where he has had a dynamic, unique and rewarding career path, working across the company's global retail, nitrogen, phosphate, potash and corporate business units. At Nutrien, he has held numerous roles in strategy, mergers and acquisitions, investor

relations, corporate/business development, and sales, marketing and distribution, including key senior leadership positions as special assistant to the CEO, Vice-President of strategy, and Vice-President of retail business development. Mark is an avid reader and lifelong learner on finance and behavioural science. He holds the Chartered Financial Analyst (CFA) and Chartered Alternative Investment Analyst (CAIA) designations, as well as the SASB Fundamentals of Sustainability Accounting (FSA) credential. Mark also volunteers with Special Olympics Alberta.

BEST/MOST-VALUED CAREER LESSON IN THE PAST

YEAR: I've experienced a deep sense of optimism and responsibility in navigating the significant challenges and uncertainty that we encountered in 2020. We are taught to fear the prospect of uncertainty. But the global crisis that characterized the past year has again reinforced that uncertainty provides us with unique and valuable opportunities to build resilience, transform and grow, both personally and professionally. Redefining our relationship with uncertainty requires us to see crisis as more synonymous with opportunity.

BEST CAREER ADVICE: We all have a strong tendency to over-attribute successes to our own efforts and contributions, and also consistently fail to recognize the role that luck and circumstance play in any significant success. In the same vein, we usually find ways to diminish our responsibility for failures. Be consistent and introspective in building your self-awareness for these blind spots and be thankful for the tailwinds you get along the way.

To feed the future, we harvest the best.

Our people make us strong. Here's to our innovative thinkers, who are always in search of a better way to grow our world from the ground up.

**Mark Thompson**

Executive Vice President,
Chief Corporate Development and Strategy Officer

Nutrien™
Feeding the Future™

nutrien.com



DR. JUVERIA ZAHEER

Clinician Scientist

CENTRE FOR ADDICTION AND MENTAL HEALTH

BIO: Juveria Zaheer is devoted to suicide prevention. She is a Clinician Scientist with the Centre for Addiction and Mental Health (CAMH) and an Assistant Professor of Psychiatry at the University of Toronto. As an emergency department psychiatrist, Juveria provides urgent psychiatric care to those in crisis. Juveria's research is transforming the understanding of suicide prevention in Canada. She believes suicide is not simply a consequence of mental illness but rather a tragic event with wide-ranging affects on families, friends, communities and society. Her research is providing the critical context necessary to develop and evaluate targeted and effective screening, service provision and suicide prevention. The combination of Juveria's research training, clinical expertise and skills as a speaker and educator is impacting health care settings around the world and raising awareness of suicide among diverse communities (i.e. Chinese-Canadian women, young Muslims, university students, Canadian Armed Forces service members). Her research and methods are creative, and have led to first-of-a-kind studies. One explored narrative of mental illness in suicide notes, while a second integrated epidemiological and qualitative methods to understand risk for suicide in any given population. Juveria is also on a mission to empower women and other minor-

ity groups that are significantly underrepresented within her profession. She is currently leading the first-ever qualitative study in the retention of women scientists in the mental health space. Juveria has received several teaching awards at the University of Toronto and created a curriculum focused on suicide risk assessment. She has also led qualitative research workshops at Tsinghua University in Beijing, China, building capacity for high-quality international studies in suicide prevention. In 2019, Juveria was named CAMH Physician of the Year for her commitment to patient care, inter-professional collaborative skills, and education.

BEST/MOST-VALUED CAREER LESSON IN THE PAST YEAR:

The COVID-19 pandemic has shown me the importance of being proactive in soliciting and anticipating concerns and challenges earlier rather than later. Arriving at work early gave me time to process what was going around me and check in with people, rather than trying to do this while managing the tasks of the regular workday.

BEST CAREER ADVICE:

Think about the big picture - what is the story you want to tell? What kind of change do you want to make? Understanding your ultimate goal and your guiding values will allow you to do work that is meaningful and that matters.



**CAMH congratulates
Dr. Juveria Zaheer
on being named one of
Canada's Top 40 Under 40®**

**Psychiatrist. Researcher.
Professor. Mentor. Leader.**

**We are proud to have you
as part of #OneCAMH.**

Dr. Juveria Zaheer

Clinician Scientist, Institute for Mental Health Policy Research;
Education Administrator, Gerald Sheff & Shanitha Kachan
Emergency Department;
2019 CAMH Physician-of-the-Year

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THE RUNWAY TO SUCCESS

As Canada's Top 40 under 40 Travel Partner, Air Canada would like to congratulate this year's honourees for their outstanding achievements in Canadian business. We are proud to count our own VP of network planning, Mark Galardo, as a Top 40 alum, and commend the next generation of excellence in business and beyond.

SUR LA PISTE DE LA RÉUSSITE

En tant que partenaire du palmarès des 40 Canadiens performants de moins de 40 ans, Air Canada tient à féliciter les lauréats de cette année pour leurs réalisations exceptionnelles dans le milieu des affaires au Canada. Nous sommes fiers de souligner que Mark Galardo, notre vice-président – Planification du réseau, figure à ce palmarès prestigieux, et nous saluons l'excellence de la prochaine génération de talents dans le milieu des affaires et dans d'autres domaines.

A STAR ALLIANCE MEMBER
MEMBRE DU RÉSEAU STAR ALLIANCE



AIR CANADA



Proudly celebrating the Canadian entrepreneurial drive



**Congratulations to all of this year's
nominees and honourees.**



Together with Caldwell, we proudly recognize Canada's best and brightest. In this year's Top 40, we witnessed outstanding achievements by those who embody the entrepreneurial drive that continues to make Canada a global leader.

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