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*Why betting
is the next big business
for sports*



XL CANADA'S
TOP 40
UNDER 40

**IT'S NOT WHAT
THEY DO, IT'S
HOW THEY DO IT**

WHAT IT TAKES TO BE A TOP 40 HONOUREE

Mary Teresa Bitti

Since 1995, when Caldwell decided to turn the spotlight on Canada's up-and-coming leaders by launching Canada's Top 40 Under

40 awards program, one clear theme has remained consistent among honourees. Regardless of industry, sector or role, each of the more than 800 Canadians recognized has set themselves apart not by what they do, but

how they do it. They share common characteristics that have made them innovators, influencers, and impactful in their chosen fields and in their communities.

continued next page

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Jeff Freeborough

This year in particular the 2021 Top 40 honourees were able to meet the challenges and navigate all the unknowns of life during a global pandemic and thrive, lifting everyone around them. “The ambiguity and uncertainty of COVID-19 was a call to action for these leaders, who are not only business leaders but who are socially aware and use their achievement orientation to do good things and make a positive impact,” says

Jeff Freeborough, managing partner for Toronto at Caldwell.

“*For these millennial leaders, the focus is not on money and titles, it’s on creating impact for their teams and the broader community.*”

2021 honourees were among the program’s most diverse in every context: gender, cultural background, sexual orientation, geography and industry. For example, 43 per cent of this year’s nominees are women and 40 per cent self-identify as LGBTQ+ and/or diverse based on ethnicity. They work in the consumer, technology, energy, financial services, health care, education and not-for-profit sectors across the country.

“In all cases, honourees were as committed to giving back to their communities as they were to their organizations,” says Matthew Wetmore, national managing partner, industries and regions, PwC Canada, Top 40’s 2021 presenting partner. “The qualities that allowed them to have influence in their work were just as present and impactful in their efforts to help others.”

Caldwell asked honourees directly what it takes to be recognized as one

of Canada’s Top 40 Under 40 leaders. The characteristics identified fall into four key themes: A combination of ambition and humility, supported by grit and hard work.

“Many have taken non-traditional paths to leadership but they are all setting themselves apart because of the combination of their drive to achieve, their motivation to be better and lead by example and with empathy,” says Freeborough. “For these millennial leaders, the focus is not on money and titles, it’s on creating impact for their teams and the broader community. Compassion and purpose are entrenched in each of these folks.”

He points to 2021 Top 40 honouree Candace Borland as someone who exemplifies these qualities. Raised on a dairy farm in Quebec, Borland is partner and president of fast-growing marketing agency Anomaly Toronto. “Her focus on purpose and social impact is setting her apart as a change agent within her industry,” says Freeborough.

A sense of optimism about the world and what’s possible and a willingness to push for necessary change

“There is a clear link from Top 40 honourees’ positivity to their sense of purpose and commitment to driving meaningful impact,” says Freeborough. “This was on full display during the pandemic, which brought societal challenges and inequities to the forefront. Top 40 honourees stepped up, advancing equity and diversity in the workplace and focusing on how they





Matthew Wetmore

“
With the pandemic putting enormous stress on health care broadly, his focus is on how to use current challenges as a catalyst for change to improve services now and into the future.”

could best support their communities.”

2021 Top 40 honouree Mathew Mehrotra, chief digital officer at BMO Financial Group, is responsible for driving digital transformation to improve customer experiences. In addition to supporting the bank and its customers through the almost overnight shift to remote work at the start of the pandemic, he put his expertise to work at Good Shepherd Ministries, which serves people who are homeless and in need in Toronto. “He volunteered his time, energy and resources and helped increase fundraising at this organization that was struggling.”

The ability to be comfortable with uncertainty and to take action anyway

This continues to be important as the world learns to live with COVID and the unprecedented change that is part of the digital age. “There’s a saying in sports that the game slows down for the best players,” says Freeborough. “I think the same is true for Top 40 honourees, who are able to bring stability and decisiveness to crisis situations. More than this, they are able to see the opportunity that challenges can bring.”

That’s exactly what 2021 Top 40 honouree Dr. Alika Lafontaine has done throughout his career, tirelessly advocating for and seeking out innovative solutions to improve Indigenous health. In August 2021, he was named

the first Indigenous physician president of the Canadian Medical Association. “With the pandemic putting enormous stress on health care broadly, his focus is on how to use current challenges as a catalyst for change to improve services now and into the future,” says Wetmore.

The ability to think big and boldly with foresight and vision

Top 40 honourees have a clear sense of purpose and direction: they want to do better in all aspects of their lives. “This means even in the face of disruption they can look past what can go wrong to create opportunities for positive change,” says Wetmore.

2021 Top 40 honouree Brittany Forsyth, former chief talent officer at Shopify, saw the disproportionate impact the pandemic has had on women-led businesses and decided to do something about it. Together with a group of other like-minded women leaders she cofounded Backbone Angels to invest in women and non-binary founders with a focus on Black, Indigenous, and Women of Colour-led companies. “By supporting women in this way she is helping to ensure the progress they were making before the pandemic can continue,” says Wetmore. “It’s big, long-term thinking like this that can help make positive change.”

A QUICK LOOK AT TOP 40'S SELECTION PROCESS

The 2021 Top 40 honourees were selected from 1,200 nominations, an increase of almost 20 per cent over last year. These nominations resulted in 500 written submissions that led to 100 individuals selected for an interview. Caldwell and PwC conducted the interviews over the summer and then created a shortlist of 65 candidates for the independent advisory board to consider. The board includes industry and professional leaders from across Canada as well as past Top 40 recipients. On Oct. 5, 2021, the advisory board, along with representatives from Caldwell who were on hand to answer questions, met via video-conference to select this year’s Top 40.

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

- **Vision and Innovation**
- **Leadership**
- **Impact and Influence**
- **Social Responsibility**

Perhaps the greatest characteristic Top 40 honourees share is their ability to inspire. “They are role models, achieving results for their organizations and working to make society better and more equitable,” says Freeborough. “They come from all backgrounds and are showing the globe that Canada has world-class leaders and businesses.”

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PRIORITIZING BALANCE: TOP 40 ALUMNI SHARE HOW THEY STAY PRODUCTIVE

Mary Teresa Bitti

What happens to us if we never get bored? Journalist, tech podcaster and author of *Bored Brilliant: How Spacing Out Can Unlock Your Most Creative Self*, Manoush Zomorodi recently asked this question in a TEDTalk. The short answer: we become less productive and creative. It turns out, taking a break and truly unwinding with no distractions is when the brain enters something called default mode and gets busy connecting disparate ideas, solving problems, and setting goals.

“Creativity and the ability to come up with new ideas is a leader’s superpower,” says Top 40 alumnus, tech entrepreneur and past Next Gen Dragon Nicole Verkindt. “You have to create the space to re-energize and enable that.”

Here Verkindt and three of her Canada’s Top 40 Under 40 peers share how the pandemic has helped them slow down and their favorite ways to unwind and recharge.

*Note: Conversations have been edited for length

NICOLE VERKINDT, founder and CEO of OMX (2019 Top 40 Honouree)

PANDEMIC LESSONS

Two weeks into the pandemic was the longest period in 10 years that I’d gone without traveling. It was a massive shock to the system. I felt I had been in a state of fight or flight for so long, not just because of all the things that come with starting a business, but because of being constantly on the move. I realized working while not constantly moving has a big impact on how you feel. I still believe in travel and being at events and connecting with people in person, but there are so many more tactical things that don’t require that.

ON CARVING OUT PERSONAL TIME

I’m a big fan of downtooling for a few weeks, usually at least at the start of the New Year and then again in the summer. I’ve gone to yoga retreats where there’s no cell phone service. I read books, step back, look at my



Nicole Verkindt, 2019 Top 40 honouree.

TYLER ANDERSON / POSTMEDIA

goals. During the work week, I try to sleep far away from my phone. The first few hours of the day, I go outside. In the summer, I run or cycle, and in the winter, I snowshoe with my dog. I also believe in batch work and schedule blocks of time where I’m only focused on one thing, such as setting strategy or writing a proposal. That’s made a big difference for me. Constantly switching makes me feel that I’m just responding to everything as opposed to proactively working on growth or new things.

FAVORITES WAYS TO RELAX

I have a huge library and books everywhere in my house. I like historical fiction and biographies. I recently finished *Miss Dior*, about Catherine Dior, fashion designer Christian Dior’s sister, who survived several concentration camps during the Second World War. I also like getting outside, hiking, skiing, riding horses.

BRUCE ROTHNEY, chairman and CEO Barclays Canada (1999 Top 40 honouree)

PANDEMIC LESSONS

As I’m sure for most, the COVID slowdown has been a powerful opportunity to reflect on what is most important. For

me, I’ve come to conclude that if you can truly connect and try to be a bit in service of others, it does yourself and your soul a whole lot of good. I’ve been trying to read a bit about spirituality, and clumsily trying to meditate. There are some great apps like Chopra that I’ve tried to incorporate into my morning, a then a bit of self reflection at night. I think about what the day was like, how I hopefully connected and supported others, most importantly my amazing wife Lisa and my three daughters Katelyn, Stephanie and Mackenzie. I’ve still got a lot to learn.

ON CARVING OUT PERSONAL TIME

In the last little while, I have tried introduce a bit more balance in my life, with structured breaks and vacations. I speak daily via chat with a close group of six close pals — “Fab 6” — who have been a great source of connection and learning through COVID. I’ve also learned a lot from our younger Barclays team members, who in-



Bruce Rothney, 1999 Top 40 honouree, and wife Lisa. SUPPLIED

nately understand the importance of work/life balance. My daughters also really understand quality of life — they are going to change their careers a few times, but what’s important is to support and connect with

others — this is the true essence of life. Like a lot of things, your kids influence your own thinking, too.

FAVORITE WAYS TO UNWIND

I hope to one day learn how to play guitar properly — it's been a 20-year journey — and being from Winnipeg, I feel a duty to learn. I like to sing — badly. My daughters love to sing, and we all sing together in the house. They all came home during COVID and we were up every morning doing fun things. My middle daughter Stephanie decided we should have an Olympic party in March. So we all got dressed up like Olympic athletes and had activities in our house including going down the stairs on a toboggan, like the luge. Think Home Alone. My vices remain an unreasonable appreciation of wine, scotch and bourbon. And even though I remain terrible at golf, it's a zen-like experience that my wife and I love doing together.

POONAM PURI, professor of law, director, Investor Protection Clinic, Osgoode Hall Law School, York University; corporate director (2005 Top 40 Honouree)

PANDEMIC LESSONS

The pandemic has shown more than ever the need to have work/life balance. During lockdown, we saw the lines between work and personal time blur almost entirely, which leads to burnout and ultimately lower productivity and less happiness. That said, as much as working from home blurs the lines, it hopefully gives the next generation more flexibility in how they structure their days and weeks.

ON CARVING OUT PERSONAL TIME

In these past two years, more than ever, I have purposely made time for myself. I'm deliberate about it. It's there in my calendar and it doesn't get moved.

FAVORITE WAYS TO RELAX AND UNWIND

I get outside and get active. Hiking, cycling and going for family walks with our dog Wally. Afterwards, I feel happier, more relaxed, more focused and ready to tackle my next project. Recently, I was in Cape Breton



Poonam Puri, 2005 Top 40 honouree, with husband Elian Terner, managing director and head of mining, investment banking, at National Bank. SUPPLIED

Island for a cycling, sightseeing and hiking trip. It's a beautiful part of the country. I spend my downtime with my kids, husband and my mom who turned 80 at the end of December. Prior to the pandemic, my middle daughter and I would walk over to a local art school for a ceramics class. I want to do something like that with each of my daughters. It's a fun way to be present together. I also listen to audiobooks. I like biographies because it allows me to go deep into someone's life. I like to bake and at night I'll look at recipes to help me go to sleep. But the next day, if I have to choose between exercise and muffins, I choose exercise.

MIKE KATCHEN, co-founder and CEO Wealthsimple (2017 Top 40 honouree)

PANDEMIC LESSONS

The past two years have been intense for everyone in different ways. For me, it impacted a lot of my habits and rituals, which was disorienting and made it too easy to always be on. Midway through, the stress did take a toll on me, and forced me to re-evaluate how I was protecting my mental and physical health. In response, I started making small changes to my routine, like turning a Zoom call into a phone call so I could take a walk outside. Getting outside everyday is

really important to me. I also made an effort to get back to my good habits and rituals, like scheduling unstructured thinking time. Overall, I try to be more intentional with how I spend my time.

ON CARVING OUT PERSONAL TIME

Like for most people, becoming a parent definitely re-oriented some of my priorities. The best way I've found to carve out time for everything is to block my calendar. I try not to take meetings before 10 a.m. or in the early evening so I can spend time with my kids. I also like to schedule unstructured thinking time — an hour or two in the morning — to read, write, and think. Giving myself the space to ideate and think is something I discovered a few years into my career and has become very important to me.

FAVORITE WAYS TO UNWIND

I definitely try to get outside as much as I can. Being in nature fills me up and helps me recharge. Camping, canoeing, sitting around a campfire with friends and family. I've also always been passionate about music and playing the guitar, and recently started getting back into it.



Mike Katchen, 2017 Top 40 honouree. SUPPLIED



JASON ABBATE
Senior Vice-President,
Development & Production
CENOVUS ENERGY

BIO: Jason is accountable for resource evaluation, responsible development, and subsurface operations of Cenovus's oil sands, thermal and cold/EOR assets, producing an average of 560,000 bbls/d. Starting his career as a reservoir engineer, he has been with Cenovus and its predecessor company since 2006. Jason is active in his community and sits on the board of Calgary Reads, which equips communities with books and knowledge in support of literacy at a young age.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? Ultimately, I believe it takes hard work and dedication to your craft. As well as the ability to fail and continue to pursue what you believe is right. But at the same time, not forgetting about those around you and how you can give back and support the communities that you are a part of.



MARK BOOTS
Co-founder & CTO
VIAMO
LOUIS DORVAL
Co-Founder & COO
VIAMO

BIO: When Mark and Louis met as Engineers Without Borders Canada alumni, they shared one question: How can we help aid organizations and emerging market governments use tech to meet the needs of people who aren't being reached? Their answer was in founding VOTO Mobile - now Viamo - in 2013, using the ubiquitousness of mobile phones to create new feedback loops at scale, and empower millions of people with new access to vital information. They have since grown the company to 33 countries and reached over 30 million people with hundreds of diverse services. Mark has a PhD in Physics from the University of Saskatchewan, and Louis has an MBA as a Skoll Scholar at the University of Oxford.



MICHAEL ACKO
President,
SCOTT HYDRO-VAC
& CEO,
ENVIROBORE
DIRECTIONAL DRILLING

BIO: Mike is an Indigenous entrepreneur and proud member of Doig River First Nation. As president of Scott Hydro-Vac and CEO of Envirobore, Mike oversees the strategic vision and business development of both organizations. Prior to Scott Hydro-Vac and EnviroBore, Mike was a founding partner of M & M Resources, which is now a leading Civil earth works and clearing company in Northeast BC.

BEST CAREER ADVICE: I was never in a career role, always an entrepreneur. The best advice I've received is to be honest, be patient and be humble. Treat everyone with the same respect you would want to be treated with. That vulnerable person who needs help at that moment could be or become your largest client.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: A Medicaid doctor, for saving lives and healing people.



JANICE CIAVAGLIA
Chief Executive Officer
ASSEMBLY OF FIRST NATIONS

BIO: Janice is a mission-driven leader for Indigenous, philanthropic, and educational organizations. She currently serves as the CEO for the Assembly of First Nations with 170-plus employees. The AFN is an advocacy group which is mandated by 630-plus First Nations in Canada. Described by peers and employees alike as an innovative guide and lead-by-example CEO, Janice liaises, collaborates with governments, public sector, private sector, and the general public in partnership with First Nations communities across the country to make positive change for First Nations.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: I would have been a social worker because I come from a family of health-care professionals. In some ways I see alignment with my current position in that we both concerns ourselves with individuals, families, groups, communities, and society as a whole.



DR. MEGHAN AZAD
Co-Director, **MANITOBA INTERDISCIPLINARY LACTATION CENTRE** (MILC) & Associate Professor, Pediatrics & Child Health, **UNIVERSITY OF MANITOBA**

BIO: Meghan holds the Tier 2 Canada research chair in developmental origins of chronic disease. She co-directs the Manitoba Interdisciplinary Lactation Centre (MILC), where her team studies breast milk and the infant microbiome to understand their role in child development. Meghan is deputy director of the CHILD cohort study involving 3,500 Canadian families, co-director of the International Milk Composition Consortium, and co-founder of the international Perinatal Outcomes in the Pandemic (iPOP) Study.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: Data journalism. I practice elements of this (data visualization and science communication) in my current job, and I think doing it full time would be a fun, exciting and impactful career. The pandemic has highlighted the importance of good data journalism!



JACQUELINE COOK
Chief Operating Officer
VENDASTA

BIO: Jacqueline is the COO at Vendasta. She is responsible for the development and execution of Vendasta's revenue and go-to-market strategy, with the core mandate of empowering Vendasta's Channel Partners to leverage its platform and marketplace to help over five million small businesses transition to digital. She played an instrumental role in Vendasta's \$40 million capital raise in 2018, and more recently, helped lead its IPO process which resulted in an oversubscribed \$120 million private investment.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: A stay-at-home mom. I'm still working toward that career, though I don't know if I have the endurance and toughness just yet.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? A belief that you can be one. That's 99 per cent of the work—the rest is just executing on the plan it takes to get there.



GUY AMINI
President
DENTALCORP

BIO: When Guy Amini joined dentalcorp in 2014, much of the industry was hesitant towards the organization's business model. Undeterred, and inspired by founder & CEO Graham Rosenberg's vision to revolutionize the dental industry, he worked closely with the senior team to educate dental professionals on the company's ultimate mission to better serve Canadians. With a clear vision and a driven support team, Amini's passionate and charismatic leadership style contributed to the organization more than doubling in size in his first four years. As president, he has been pivotal in building the company into Canada's largest and fastest-growing network of dental practices committed to advancing the overall well-being of Canadians. Guy's influence extends across Canada, with dentalcorp now managing relationships with over 445 dental practices, 1,300 dentists, and more than 7,100 team members. When COVID struck, he helped the organization overcome a double-digit revenue decline, increasing the numbers to 105 per cent of pre-pandemic levels within a year. Guy has overseen numerous technology innovations at dentalcorp, including investment in a platform to power heliodent, dentalcorp's proprietary online patient portal that provided Canadians free access to virtual screenings helping keep non-critical dental

concerns out of emergency rooms during the pandemic. In 2021 Guy, along with Graham and dentalcorp's senior leadership team, recognized a career milestone in taking the organization from a privately-owned business to a publicly traded company. At \$950 million, dentalcorp became the largest health-care IPO in Canadian history, and the largest TSX-only listed IPO of the year. As a passionate champion of diversity and inclusion, and a dedicated philanthropist, Guy leads dentalcorp's many efforts to give back to charitable initiatives, while also being a strong supporter of the next generation of clinicians.

BEST CAREER ADVICE: Be the architect of your own career. A career path isn't a ladder, it's a river, full of rocks, rapids, waterfalls and forks. You can either lay on your back and let the current take you or do your best to swim and thrash your way to where you want to go.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? Be ambitious and humble. Challenge yourself to do what you think you can't, and to think differently than how you normally do. Be OK with what you can't know and be willing to make a call anyway. Surround yourself with talented people and do your best to help them be great, mostly by getting out of their way.



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JOSHUA DAVIS & DARYL EE
Co-Founders & Co-CEOs
SPEEDEE TRANSPORT & STARK TMS

BIO: Josh & Daryl are innovative entrepreneurs in logistics, real estate and technology. They teamed up in 2015 to disrupt the Canadian transportation industry. Together with their amazing team they built one of the fastest-growing logistics companies in Canada due to their relentless focus on building the most customer-centric company in the nation. A key part of their rapid growth is due to developing their own cutting-edge, award-winning logistics software - Stark TMS.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Both of us always wanted to be entrepreneurs (Josh like his grandfathers and Daryl like his dad), we wouldn't choose a different path. We are fortunate that our career in logistics has enabled us to branch out into our other career passions - real estate and technology.



JESSE GUTH
Chief Executive Officer
AVID APPAREL

BIO: Jesse is CEO of Avid Apparel, an industry leader in production and distribution of clothing and branded products. He founded the company over 10 years ago in a dorm room at Dalhousie University. Today, he proudly employs nearly 100 talented individuals in two countries, oversees a state-of-the-art manufacturing facility, and has partnered with major brands, retailers, influencers, and celebrities throughout North America. He's also a dedicated supporter of the Nanny Angel Network.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Selling peameal bacon sandwiches from an ambulance converted to a food truck. I'd call it the "Hambulance".

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREEE?

Grit and tenacity. An unwillingness to give up.



DERRICK EMSLEY
Co-Founder & CEO
TENTREE & VERITREE

BIO: From a young age, Derrick has connected people with environmental stewardship. At 16, he and his brother, Kalen, founded a tree-planting company that sold carbon offsetting credits to businesses - this venture saw \$1 million-plus in contracts and planted 150,000 trees. After graduation, Derrick became tentree's CEO, where he has been steering the company's vision since. Today, tentree is a global leading sustainable business, with a progressive supply chain, completely carbon neutral business model, and plants over 60 million trees globally.

BEST CAREER ADVICE: For me, it was to not value your time as it is today, value it as you want it to be. It pushed me to prioritize, "say no", and use my time more effectively.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREEE?

Resilience, Passion, Conviction.



DR. SIBA HAYKAL
Plastic & Reconstructive
Surgeon/Scientist
UNIVERSITY HEALTH NETWORK, UNIVERSITY OF TORONTO

BIO: Siba is a double board-certified plastic and reconstructive surgeon-scientist with a subspecialty in microsurgery. She serves as assistant professor and divisional director of senior education at the University of Toronto. Siba's clinical work involves complex, oncological and microsurgical reconstruction, while her research centers on tissue-engineering, regeneration and vascularized composite allotransplantation. Siba is also a foremost expert in the clinical management of lymphedema.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

I always loved anatomy, learning how the body works and played many sports competitively. I would be in the health and fitness industry if I had chosen a different path than being a surgeon. I would have wanted a career where I could help people achieve their health goals.



BRITTANY FORSYTH
Founding Partner,
Backbone Angels & Former
Chief Talent Officer
SHOPIFY INC

BIO: Brittany is a talent, culture, and human expert. Spending the past 11 years in her role as chief talent officer at Shopify - a global commerce platform and one of the world's fastest growing companies. She built Shopify's Talent function from the ground up, growing a team of 20 employees to over 10,000. She recently decided to move on from Shopify to pursue Backbone Angels and advisory roles. She now spends her time advising and investing in founders, with a focus on women and non-binary founders.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREEE?

To be one of Canada's Top 40 Under 40, you need to be driven, willing and ready to take risks, and constantly focusing on your own growth and development. There is a distinct entrepreneurial spirit among the recipients that is led through strong leadership both in their professional and personal endeavours.



ANDREW JOYNER
Managing Director
TRICON RESIDENTIAL

BIO: Andrew leads Tricon Residential's Canadian rental apartment platform and is responsible for setting strategic direction, sourcing investment opportunities, overseeing dedicated teams responsible for development, construction, and asset management, and managing joint-venture and government relationships. Tricon has grown into the most active developer of rental apartments in downtown Toronto, with units ranging from affordable to upscale, and a focus on amenities, service, and lifestyle programming that puts people first and builds community.

BEST CAREER ADVICE: To become an effective leader, focus less on the daily execution itself and instead on org charts - getting the right people in the right seats and supporting them. It's the only way to build for scale.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREEE?

A demonstrated ability to lead teams, achieve impressive outcomes, and bring a sense of purpose to their work that allows them to make an impact in their communities.



CANDACE A. BORLAND

Partner, President **ANOMALY INC.**

BIO: Candace Borland is a partner and president of Anomaly Toronto, a progressive new-model marketing agency. Since joining the agency at its founding in 2012, Candace has been instrumental in shaping the organization's passionate entrepreneurial culture, diverse talent mix, and broad skillset. A socially minded change agent in a leadership position typically held by men, Candace has a mission to inspire and provide opportunities for other women. To help fuel this mission she enacted WINN (Women in Need of Nothing), a confident, broad-shouldered program designed to bring professionals together across industries. The empowerment and influence of Anomaly's now various culture, diversity and equity initiatives permeates the organization to educate and create empathy and awareness throughout the company, resulting in progressive, breakthrough ideas and successful business solutions for clients. In addition to her role with Anomaly, Candace is active in her family business, a renowned livestock and genetics company. Its newest venture is Rapid Bay Akaushi - a fullblood Japanese Wagyu business focused on, and advocating for, premium ethically raised beef. Growing up in rural Québec gave Candace a keen sense of community and the importance of serving others. With that came strong principles, integrity and the absolute value of hard work. A life in agriculture has emphasized the importance of

food and connectivity to the land, and with that, the need to care for the earth and all of its inhabitants. Candace is grateful for the privilege of family support, access to education, and the wealth of opportunity provided by virtue of growing up in Canada. "There is only a small percentage of women in the world, and in history, who have had the chance to pursue their career dream. It is what drives me to take things as far as I possibly can. The more women rise up in all facets of business and life, the more level the playing field will become."

BEST CAREER ADVICE: Don't shy away from hard work. Say yes to as many opportunities as possible, especially early in your career. Use those opportunities to ambitiously build your experience, hone your skills and to stretch yourself out of your comfort zone. Don't view it as 'overtime' but as additional years on your résumé.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: At Anomaly we creatively solve business problems. If I wasn't leading a creative company, I would apply creative problem-solving to another industry I'm passionate about, such as agriculture (livestock genetics and ethical food) or perhaps non-profit/for-purpose (specifically access to education and freedoms for women and girls).



Congratulations Candace Borland

PARTNER | PRESIDENT | ANOMALY

What an awesome accomplishment being named one of Canada's Top 40 Under 40. Everyone across the Anomaly family is proud of your outstanding achievement. Thank you for your inspiration, commitment and dedication to Anomaly: our values, our people, our clients and our community. You truly are an Anomaly. Keep raising the bar.



DR. JEAN-PHILIPPE JULIEN
Senior Scientist, Molecular Medicine Program
THE HOSPITAL FOR SICK CHILDREN

BIO: As a SickKids senior scientist and associate professor at the University of Toronto, Jean-Philippe is leading novel research on the molecular characterization of immunity. His team studies the interactions between antibodies and antigens, providing the blueprints for the design of next-generation therapeutics and vaccines that harness the power of antibodies. Jean-Philippe is the Canada Research chair in structural immunology, a CIFAR Azrieli global scholar, and chair of the scientific advisory board of emerging biotech company Radiant Biotherapeutics.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Engineering. And if I could pick a different era too, it would be during the Renaissance. When a series of inventions and novel technologies transformed the views of society and what it could achieve.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE?

An unwavering commitment towards a cause, passion, dedication, hard work and a drive to succeed.



ISAAC LANGLEBEN
CEO & Co-Founder
OPEN FARM

BIO: Isaac is the CEO and co-founder of Open Farm, a premium pet food brand on a mission to deliver exceptional pet nutrition while driving a positive impact on animals and the planet. Isaac leads Open Farm's team across Canada and the U.S. in bringing innovative, healthy products to pets through over 6,000 pet stores & online. A serial entrepreneur, Isaac has also co-founded two other pet product companies - Canada Pooch, a leading pet accessories company, and Diggs, an innovative pet supplies company.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE?

The key characteristics that stand out to me would be vision, ambition, persistence, and desire to have meaningful impact, whether through business, science, technology or social organizations.



YASH KARIA
President & CEO
AGROCROP EXPORTS LTD

BIO: As a new immigrant, Yash started the trading company in 2002 which has now grown to occupy a purpose-built 110,000 sq-ft packaging facility in Bolton that processes beans, lentils and grains for major retailers in North America. The success of the business is grounded in supply chain and relationship management with key global suppliers. Agrocrop is now entering its next phase of expansion by putting together a five-year strategic growth plan, adding 75,000 sq ft, adding new categories and leveraging its strong customer relationships within North America.

BEST CAREER ADVICE: Make your goals first and then just focus on achieving it. Don't look left or right and just focus on the goal.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Be an entrepreneur in another field like real estate.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE?

Focus, Patience, Determination, Ambition, Risk Taker, Self-motivated and work on greater good & win-win for all.



LEON NG
Founder & CEO
LNG STUDIOS

BIO: Leon is an innovative business leader and entrepreneur in the proptech industry, championing a synergetic group of companies focusing on creative media, real estate visualization, and emerging technology. Leon has a background in broadcasting and film and is a strong supporter of minority representation in cinema. Leon is a strong community leader, sitting on several boards such as St Paul's Foundation Future Leaders, S.U.C.C.E.S.S Foundation, and the Heart & Stroke Foundation.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE?

To be one of Canada's Top 40 under 40, you need to have balance. It's not just about your career and how successful it is, it's also about how you give back to your community. I think these goals make the other feel more successful.



MICHAEL LADHA
Vice-President, Chief Legal Officer & Corporate Secretary
NEWFOUNDLAND AND LABRADOR HYDRO

BIO: Michael is vice-president, chief legal officer & corporate secretary for Newfoundland and Labrador Hydro, a Crown-owned utility that is responsible for generation, transmission, and distribution of electricity in the province of Newfoundland and Labrador. He is responsible for oversight of the company's legal, governance and commercial matters. Michael is a strong advocate for advancing issues of diversity, equity and inclusion through his governance work. He was the recipient of the Canadian Corporate Counsel Association's Up and Comer Award for 2020.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Physician following in my parents' footsteps.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE?

A wide variety of leadership experience in many aspects of life. Success in your chosen career is only part of the equation. Also, the ability to celebrate your own successes to get recognized.



JESSICA NORDLANDER
Chief Operating Officer
THOUGHTEXCHANGE

BIO: Jessica, COO of one of Canada's fastest-growing SaaS companies, ThoughtExchange, delivered 1,281 per cent revenue growth over the last five years and 600 per cent usage growth in the first three months since the pandemic started. Prior to ThoughtExchange, Jessica held leadership roles at Meltwater and Google and was named Sweden's Most Innovative Leader. She is a renowned thought leader, speaker and contributor for outlets like Forbes and Inc. - focusing on the future of work, leadership and corporate innovation.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Given my lifelong commitment to learning and role as a guest lecturer at Columbia University and McMaster University, I would enjoy dedicating my life to academic research, probably in the field of leadership paradigms, management practices or digital workplaces.



JONATHAN DAVEY

Vice President, Indigenous Financial Services
SCOTIABANK

BIO: Jon Davey is of mixed Haudenosaunee and non-Indigenous descent. He shares his Lower Cayuga heritage, Six Nations of the Grand River Territory, with his father. Jon believes it is his responsibility, as an Indigenous person, to make things better for the current and subsequent generations in his community. Jon received a law degree from Osgoode Hall Law School and spent 10 years as a crown counsel with the Department of Justice Canada. During that time, he worked extensively on matters involving the Indian residential school settlement agreement as well as land management on reserve. He was subsequently appointed as special advisor and counsel to the assistant deputy minister of Aboriginal Affairs. Four years ago, Jon made a radical career move when he joined Scotiabank. In his current role he is developing the bank's Indigenous market through community and business partnerships. Jon believes the synergy between his former and current career paths enables him to bring his vast experience of Indigenous law to bear as he works to improve the financial well-being of Indigenous communities, businesses and individuals today and into the future. Jon is also a captain in the Canadian Armed Forces (Primary Reserve) and holds the appointment of aide de camp to the lieutenant governor of Ontario. Being a reservist has taught him leadership, as well as the value of failure and self-reflection. He

acknowledges that it is often difficult to look at one's own mistakes, yet it is a key to adapting, demonstrating accountability, and building trust and confidence with colleagues and clients. His ultimate goal is to fulfill a deep-felt responsibility to make the Indigenous community stronger through positive actions that bring lasting impact.

BEST CAREER ADVICE: Before I started university, my dad told me that if I had something of substance to say I would always have an audience willing to listen. It was his way of encouraging me to work hard in school, but I see it being just as applicable to my career.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

Without a doubt I would have been a regular force officer in the Canadian Armed Forces had I not attended law school. It's a vocation that brings together diverse groups of people toward a common goal while demanding accountability. I find that very appealing.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?

A sense of humility along with respect for those who came before you and a commitment to making things better for those who come after you.



Top 40 in Canada for outstanding business leadership.

Scotiabank congratulates Jonathan Davey on being named one of Canada's Top 40 Under 40.

We'd like to thank and congratulate Jonathan for his leadership in delivering impact for our clients and for driving economic prosperity for Indigenous businesses, communities and peoples in Canada. The Scotiabank team is very proud of your achievement.

JONATHAN DAVEY
VICE PRESIDENT, INDIGENOUS
FINANCIAL SERVICES



Scotiabank®



LEKAN OLAWOYE

Founder & CEO
**BLACK PROFESSIONALS
IN TECH NETWORK INC.**

BIO: As a consummate business professional, Lekan intentionally honed his expertise in his roles spanning from local non-profit organizations to government advisory boards to corporate executive boardrooms. As lead executive, talent development at the MaRS District, Lekan helped ensure talent had the skills and adaptability needed to thrive in modern work environments. Throughout these roles, Lekan has earned a reputation for effective leadership and peerless vision, resulting in industry awards and accolades.

BEST CAREER ADVICE: Show up every day. Be consistent. Be better than yourself every day, don't compare yourself to others. Fail fast and fail forward (act quickly, learn, then act again).

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? Being comfortable being different. It's boring to want to be like everyone else! Wanting to make an impact and be unapologetic in that pursuit.



TYLER ROBSON

Chief Executive Officer,
Co-Founder & Chairman
THE VALENS COMPANY

BIO: Tyler built Valens from the ground up. Under his leadership, Valens has become the largest third-party cannabis consumer packaged goods manufacturer in Canada and a leading innovator in the world of cannabis. Tyler has expertise in plant genetics and extraction, with a drive to advance the medical cannabinoids industry. He was listed in the International Forum on Advancements in Healthcare's Top 100 Leaders in Healthcare in 2019, and later in the Kelowna Chamber of Commerce's Top 40 Under 40.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? Hunger, hard work, determination, as well as foresight and vision — these are core mindsets that take you places. You can always learn certain skills, but you can't teach mindset, it comes from within.



TERESA PURZNER

Neurosurgeon /
Scientist / Entrepreneur
**QUEEN'S UNIVERSITY /
CEREBELLY**

BIO: Teresa is a neurosurgeon, scientist, entrepreneur, and mom of three. While pursuing her PhD at Stanford, she employed a multidisciplinary approach to identify a novel drug target in medulloblastoma, the most common pediatric brain tumor. She went on to repurpose a drug based on her work and launched a multi-institutional first-in-child trial for the management of medulloblastoma in collaboration with the PBTC. She also co-founded Cerebilly, veggie-first baby food that provides 16 brain-supporting nutrients. Cerebilly is the first shelf stable baby food to earn the Project Purity Award.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: An astronaut. It has the right balance of thoughtfulness and adventure and becoming an interplanetary species seems within reach.



ADAM SEGAL

Chief Executive Officer
**STORK CRAFT
MANUFACTURING INC.**

BIO: Adam leads the diverse, multinational, and growing team at Storkcraft — one of the fastest-growing juvenile furniture companies in North America. Assuming the role of president and CEO in 2017, Adam put in place Storkcraft's first-ever design and innovation teams, invested in building best-in-class customer care and operations teams, and opened multiple strategic distribution centres across North America. Adam currently resides in Vancouver, B.C. with his wife, two daughters, and family dog.

BEST CAREER ADVICE: Things are never as bad (or as good) as they seem. Sometimes the most challenging situations can feel like an impossible hole to dig out of, but it's important to keep things in perspective and try not to overreact or panic. When times are good, don't get overconfident and remember to check your blind spots.



SALIMA REMTULLA

VP, Operations &
Corporate Strategy
**LEITH WHEELER
INVESTMENT COUNSEL,
LTD.**

BIO: Salima is a finance executive with international experience directing strategy and building high-performance teams. As VP, operations & corporate strategy, she drives organization change at Leith Wheeler Investment Counsel Ltd. Previously, she was COO, global private investing at D. E. Shaw & Co., L.P., a New York-based hedge fund. Salima is a graduate of Yale University and a Palmer Scholar of the Wharton School of Business. She is chair of the Vancouver Hospice Society, and a director of both LIFT Impact Partners and the BC Business Council.

BEST CAREER ADVICE: Career is not the only thing that defines you. Do more — for yourself, for your family, and in the service of others. Indeed, it has been through many of the things I've done outside of work that I've developed my EQ, honed leadership skills, and had the most impact.



SONIA SENNIK

Executive Director, Creative
Destruction Lab
**ROTMAN SCHOOL OF
MANAGEMENT AT
THE UNIVERSITY OF
TORONTO**

BIO: Sonia leads CDL's strategy, operations and programs across 10 sites at University of Toronto, Oxford, Washington, Calgary, UBC, HEC Montréal, HEC Paris, UW-Madison, Dalhousie and Georgia Tech. Sonia is also Executive Director of CDL Rapid Screening Consortium, a non-profit that delivers a free program to launch COVID-19 rapid screening in workplaces and schools across Canada. In 2020 they founded the Sonia Sennik Resilience Fund, the largest multi-donor endowment in McMaster Engineering history.

BEST CAREER ADVICE: Be loyal to yourself first — let your intuition guide you as a leader.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: Announcer at the 2010 Winter Olympics in Vancouver. I understand that this would require a time machine.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? The self-awareness to learn from your failures, a drive to continuously improve the world around you, and an understanding of the responsibility you have to your community.



RYAN DUNFIELD

CEO & Managing Principal
SAF GROUP

BIO: Ryan Dunfield has never let his age stand in the way of opportunity. The CEO and managing principal of SAF Group in Calgary was only 29 when he started spending his evenings devising the plan for the company which he co-founded in 2013. Since then, the investment management firm has deployed just under \$4 billion in financings and employs over 40 staff. Today, SAF is a leading alternative capital provider, boasting a solid track record of investing in and partnering with world-class businesses to support their capital structure needs and growth initiatives. During his first year of his Economics degree at the University of Calgary, he worked evenings at ATB Financial in a customer support role. There he was attracted to capital markets, and after successive roles made his way to working in their energy banking group Ryan reached a turning point at 25 when he joined Sam Belzberg's Second City Capital Partners private equity group. In a bold move on Belzberg's part, he was given autonomy for his decisions despite his youth — a lesson that helped catapult his career moving forward. He later joined a hedge fund before founding SAF. For Ryan, success is about seizing the opportunity of the moment, regardless of your experience or age, and having the confidence to change course when needed.

When the energy market struggled, SAF shifted their investment focus to other sectors; and when banks and other financial firms were shrinking, he went out of his way to acquire the best talent in the industry. In keeping with his passion for supporting local economies, he has also served on the boards of several public and private entities.

BEST CAREER ADVICE: I've been blessed to work with serial entrepreneurs and their attitude of 'why not?' has stuck with me. No matter how challenging or off-the-wall a venture may appear, a 'why not' mindset ensures no big ideas slip through the cracks.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?
No substitute for hard work. Risk-taking is a must.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:
Easy chef.... or trainspotter...perhaps more of a hobby, but I'd like to think I could find a way to get paid.

Proudly Canadian, SAF Group is a leading alternative capital provider to mid-market businesses

"As an alternative investment firm we offer capital to businesses experiencing growth, transition, undertaking acquisitions, or that don't always fit the typical mold of traditional financings"

Ryan Dunfield, CEO



www.safgroup.ca





CAROLYN STEWART
Executive Director
FEED ONTARIO

BIO: Carolyn is the executive director at Feed Ontario, where she has served the organization in various roles for over a decade, taking on the role of executive director in 2016. She has led the organization through rebranding, expansion of programs, growth in advocacy/research, and most recently, their COVID-19 pandemic response/recovery. Carolyn is a University of Guelph graduate who is passionate about food security, social justice and Feed Ontario's vision of ending hunger and poverty.

BEST CAREER ADVICE: The best career advice I've ever received is two-fold: always lead with character and integrity and make decisions with your people in mind - you are not succeeding as a leader unless each member of your team is succeeding, too.



ANGELA THOMPSON
Vice-President, Project Services & Director, Environmental Services
FLINT, A DIVISION OF CLEARSTREAM

BIO: Angela serves as VP, project services & director, environmental services at ClearStream. She is accountable for project delivery as it pertains to project controls, estimating, supply chain management, real estate, field administration, and operational oversight for the Flint Environmental Services division. Angela holds a Bachelor of Management from the University of Lethbridge. In 2020, she was recognized as One of Canada's Most Powerful Women and she sits on the Board of Directors for KidSport Calgary.

BEST CAREER ADVICE: The best career advice I have ever been given is confidence in the memory of past success. There are going to be trials and tribulations that you face in your career, it is important that you remember what got you to where you are. You must have an unwavering belief in yourself.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?
The key attributes that it takes to be Top 40 is the ability to see what's not in front of you in any situation, resiliency, and a passionate curiosity to know when to lean in.



AMELIA WARREN
Chief Executive Officer
EPICURE

BIO: Amelia Warren is the CEO of Epicure. Since becoming CEO in 2009 and launching the global Good Food. Real Fast. movement in 2014, her leadership has secured Epicure's position as one of the fastest-growing direct sales companies in North America. Amelia's mission is to better the lives of 20 million families with healthy 20-minute meal solutions. Through her focus on product innovation and a dedicated community of ambassadors, Epicure has grown into a nine-figure company.

BEST CAREER ADVICE: Just keep going; we often give up right before we succeed. It is the tenacious that win.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:
With my first job being in the non-profit world, it's definitely where I'd be — had I taken a different path.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?
Hard work, grit, humour, and a bit of luck.



DR. VIKRAMADITYA G. YADAV
Associate Professor of Chemical, Biological & Biomedical Engineering
THE UNIVERSITY OF BRITISH COLUMBIA

BIO: Vikramaditya G. Yadav is an associate professor at the University of British Columbia, where he directs the country's premier program in sustainable process engineering. Vikram is one of Canada's top biotechnologists and has made notable contributions to research, education, commercialization and regulation of synthetic biology. He also founded Metabolik Technologies Inc., which was acquired by Allonnia, a Bill Gates-backed company, and is currently the chief executive officer of Tersa Earth, a mining biotechnology company.

BEST CAREER ADVICE: Charles Darwin was a genius. However, I was instructed by my parents to never take him seriously when thinking about my career. Fine-tuning one's self to do what everyone does, just better, merely makes you a metronome. There is greater satisfaction in blazing new trails and solving problems unconventionally. Embrace originalism.



MAAYAN ZIV
Founder, CEO
ACCESSNOW

BIO: An entrepreneur and disability activist, Maayan launched AccessNow, a social enterprise that shares information about the accessibility of places worldwide. As CEO, she has created a powerful shift in thinking about the importance of accessibility, from accessible technologies to infrastructure, public policy, media and more. An internationally acclaimed voice for the disability rights movement, Maayan's leadership has been recognized with many awards including the Governor General Innovation Prize and WXN's Top 100 Most Powerful Women.

BEST CAREER ADVICE: Everything is temporary. Whenever I'm facing a bump in the road, I like to remind myself that change will come. This advice always helps me navigate difficult times and also pushes me to really savour the wins that come along too.



DR. JENNIFER ZWICKER
Associate Professor & Deputy Scientific Officer
UNIVERSITY OF CALGARY, AND KIDS BRAIN HEALTH NETWORK

BIO: Jennifer is the director of health policy at the School of Public Policy, associate professor in the Faculty of Kinesiology, University of Calgary, and the deputy scientific officer for Kids Brain Health Network. A Canada Research chair (II) in disability policy for children and youth, her research assesses socioeconomic impact of interventions and informs policy to improve access to and integration of services for families (and care communities) of youth with disability.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?
Being comfortable with the uncomfortable and embracing uncertainty — it opens a door to the unknown, and only by exploring the unknown can you be constantly learning and growing in life.



VINCENT GIOVE

Co-Owner, VP & COO
RUSTICA FOODS INC.

BIO: Vincent Giove began his career in corporate finance after graduating from Concordia University with a business degree. After interning at Bell Canada, he took on a project management role. Over time, he felt the urge to join his entrepreneurial father in acquiring a successful food processing operation in the U.S. which was eventually sold. A new opportunity arose when Vincent was engaged in contract work with Rustica Foods, a family-owned business specializing in branded and private label fresh Italian bakery products, from ready-to-eat fresh tomato pizzas and focaccias to croissants and crusts.

Vincent joined Rustica as a partner in 2011 at the age of 27. At the time, the 15-employee company was generating \$3 million in sales in the Quebec market. Vincent applied his commerce experience and creative thinking to expanding operations. A key turning point was the acquisition of Mia Foods in 2015; a U.S. and Caribbean client-based crust manufacturer – a move that doubled revenues overnight and expanded Rustica's reach to North American markets. Today the company has attained \$65 million in sales and employs over 250 people. Even after the pandemic hit, sales continued to grow despite global supply chain challenges. Rustica is now in the process of opening another 100,000 sq. ft. of manufacturing operations

and hiring an additional 100 to 150 employees, with more expansion plans to come. In addition to raising the profile and the revenues for the company, Vincent goes out of his way to mentor younger employees and work with equipment manufacturers to develop industry-first technologically advanced production lines. Having been a young entrepreneur himself, he believes he can serve as an example for others. When away from work, he is an enthusiastic supporter of local hockey and figure skating programs.

BEST CAREER ADVICE: Obtaining an education is the most important career advice I ever received, developing the needed discipline to start and to finish a project. Furthermore, to value others above yourself regardless of education, status or economic background while building strong friendships.

IF I HAD CHOSEN A DIFFERENT CAREER PATH

I would most likely have chosen a career in dentistry, a profession I aspired to since my youth. The first thing you notice when you meet someone is their smile and for me, I always enjoyed observing happiness in people.

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREEE?

Empathy, tenacity and thinking outside the box by exploring the impossible. Strong leadership requires the ability to challenge yourself every day. Being a Top 40 honoureee is not possible without a supporting cast both at home and at the office.

**YOUR PASSION AND LEADERSHIP
INSPIRE US TO CONTINUE
OFFERING THE BEST OF NORTH
AMERICA'S FAVOURITE FOOD
TO MILLIONS OF PIZZA LOVERS
ACROSS THE CONTINENT.**

The Rustica family is proud of your recognition as one of Canada's Top 40 Under 40. Congratulations on this remarkable achievement and contribution to our business and local community.

HSBC Bank Canada congratulates Vincent on this award and is proud to be working with Rustica Foods to support their local and international growth ambitions.



**CONGRATULATIONS!
VINCENT W. GIOVE
VP & COO, RUSTICA FOODS**



SARAH JOYCE

Senior Vice-President, Ecommerce
EMPIRE COMPANY & SOBEYS INC.

BIO: As senior vice-president of e-commerce for Sobeys Inc., Sarah is revolutionizing the face of grocery delivery in Canada. Sarah not only led the implementation of Ocado Group's cutting-edge robotic technology, but she also mobilized thousands of teammates and partners to accelerate the launch of Voilà by Sobeys. She is also accountable for strategy and all aspects of day-to-day operations. The fast-paced environment of e-commerce motivates her to innovate, evolve and constantly strive to bring best-in-class solutions to customers. Voilà offers a superior ecommerce solution unlike anything else in the market. It was a feat carried out at the height of the COVID-19 pandemic. Sarah and her team accelerated the plan, ensured safety protocols were in place, and doubled the delivery fleet to ensure Canadians had access to groceries at a time when uncertainty and shutdowns were the norm. Under Sarah's leadership, Voilà will continue to expand across Canada. Born and raised in Ottawa, Sarah holds a Bachelor of Commerce from Queen's University and an MBA from Stanford University. Prior to university, she learned a great deal from her parents who created a supportive environment for her and instilled a drive in her to pay it forward to help others to learn and grow. Sarah firmly believes that

while technology can improve lives in many ways, it is people who make the difference. She credits the teams she has worked with over the years as being equal partners in the accomplishments she has achieved throughout her career.

BEST CAREER ADVICE: When I was at Stanford, Oprah Winfrey told us when faced with career decisions, just focus on making the right next move, then the right next move after that. You don't have to have it all planned out. It will often work out better than you could have planned it.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?

One of my favorite podcasts, How I Built This, always asks entrepreneurs if their success is a result of luck or hard work. All my career accelerations have come at the intersection of these - being in the right place at the right time with the right skills to capitalize on an opportunity.

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DR. ALIKA LAFONTAINE

Physician & anesthesiologist
CANADIAN MEDICAL ASSOCIATION.

BIO: Dr. Alika Lafontaine is an award-winning physician and the first Indigenous practitioner to be included on the list of Canada's 50 Most Powerful Doctors. Born and raised in Treaty 4 territory in southern Saskatchewan, Dr. Lafontaine has Anishinaabe, Cree, Métis and Pacific Islander ancestry. But he learned early that while others may label you, only you can decide whether to accept them or not. Dr. Lafontaine was initially drawn to the medical profession by a desire to address the lack of health care resources in his community. He remained because of the trusting relationships he built with patients and colleagues. Dr. Lafontaine has held medical leadership positions for two decades. He is currently a council member at the Royal College of Physicians and Surgeons of Canada and a board member of both HealthCareCAN and the Alberta Medical Association. At the Canadian Medical Association, he chaired the governance council of the Canadian Medical Association Journal (CMAJ) and served on various committees. And he has served as both vice-president and president of the Indigenous Physicians Association of Canada. Dr. Lafontaine also co-led the Indigenous Health Alliance project, one of the most ambitious health transformation initiatives in Canadian history. The alliance, representing

more than 150 First Nations, successfully advocated for \$68 million in federal funding for Indigenous health in Saskatchewan, Manitoba and Ontario. In 2020, Dr. Lafontaine launched Safespace Networks, working with local Friendship Centres across British Columbia. Safespace provides an environment to anonymously report and identify patterns of care. Patients and providers use the platform to share experiences and contribute to system change without fear of retribution. Dr. Lafontaine cautions young professionals not to sacrifice life on the altar of the job and to remain steadfast – real change comes with persistence and is not always visible in the public realm.

BEST CAREER ADVICE: “Don’t sacrifice your life on the altar of medicine.” In a culture where we define ourselves by our jobs, I believe this has relevance outside of medicine as well.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: In grade school, I was labelled with a learning disability and told I wouldn’t amount to much. I discovered books were a place in my mind that were free from that label and fell in love with storytelling. On a different path, I could have been an author or a writer.

CMA President-Elect

Dr.

**Alika
Lafontaine**

One of Canada’s Top 40 Under 40

Anesthesiologist.
Indigenous health advocate.
Changemaker.

Your health innovations — including SafeSpace Networks — build trust within communities, help marginalized patients navigate health systems and proactively reduce patient harm.

The CMA is grateful for your passion, dedication and expertise.

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MEDICAL
ASSOCIATION



SEEMA LAKHANI

Chief Product Officer & General Manager
WATTPAD

BIO: As chief product officer at Wattpad and general manager of Wattpad Labs, Seema Lakhani found the perfect role that reflects her persona. The award-winning executive is a rare combination of a tech innovator, talented business leader, creative thinker and storyteller. She is also one of only a handful of women globally in a chief product officer role. At Wattpad she is setting and actualizing the product vision and strategy for what has become the world's leading reading and writing platform that reaches over 94 million users each month. When she joined Wattpad in 2013, it was an early-stage startup with 30 employees. Since then, she has played a key role in helping the company expand its reach and capitalize on new disruptive opportunities to serve people. Among her many achievements she drove product innovations and monetization models. Seema previously worked with MaRS and Torstar Digital, where she spent a great deal of time exploring disruptive innovations and technology in the startup space that have a positive impact on society. She has integrated that thinking with her personal belief in the powerful role of consumer service and storytelling in bringing people together. A child of parents who immigrated to Canada and became successful entrepreneurs, Seema has been also instrumental in developing Wattpad's culture of diversity and inclusion. One

of Seema's proudest moments was establishing Wattpad's diversity & inclusion committee, which has overseen the development of the company's industry-leading diversity initiatives, resulting in a majority women team.

IF I HAD CHOSEN A DIFFERENT CAREER PATH:

I would have loved to be a theatre artist - a writer, director, and actor. Storytelling is powerful and there is nothing quite as electric as the connection that happens between a performer and their audience sharing the same moment with the same feeling in the same space.

BEST CAREER ADVICE:

Be careful with advice. Nobody is better suited to know what is the best decision for you than you. You can't replicate somebody else's context and they can't fully understand yours. Learning to trust yourself, especially in times of pressure, is an important part of growth.

WHAT DOES IT TAKE TO BE A TOP 40 HONOREE?

Being a Top 40 takes grit. Being a leader and a person who drives impact, often in defiance of the expectations of their age, is not always easy. There are obstacles to overcome, but the challenge is worthwhile.

Wattpad congratulates
Seema Lakhani for being
recognized as one of
Canada's Top 40 Under 40

An innovative Product leader.
A strategic problem-solver. And a
champion for diversity, equity, and
inclusion in technology. Wattpad is
proud to have you leading us into
our bright future.

SEEMA LAKHANI
Chief Product Officer at
Wattpad and General
Manager of Wattpad Labs





ROB MARSH

President

LIBERTY MUTUAL CANADA

BIO: Rob Marsh began his insurance career upon graduating university. It was a purposeful and rewarding choice that has seen him rise to the top of the industry. As president of Liberty Mutual Canada, Rob leads the overall culture, performance, and strategy for the Canadian branch of one of the largest insurers in the world. He firmly believes that a career in insurance is often underrated, and he advocates passionately to bring bright minds into the sector. Rob believes that a key to success is to surround yourself with great people, as you are a function of the people that you choose to spend your time with. Rob is passionate about his team and developing top talent. He also has a track record of achieving market-leading growth and profitability. Rob is co-chair of Liberty Mutual's North American Underwriting Council; a champion for diversity, equity and inclusion (DEI); and has played a key role in contributing to Liberty Mutual's global environmental, social, and governance (ESG) underwriting strategy. Rob's community involvement aims to address local, national, and global challenges. He is a founding curator of Global Shapers, an initiative of the World Economic Forum, and founder and past-president of S-drive, both of which are dedicated to the development of young professionals through networking,

philanthropy and community engagement. Rob was also runner up to be 'Canada's Next Great Prime Minister', a national competition and television show, and has and continues to be involved in a multitude of boards, advisory groups, and not-for-profit initiatives. Rob is a proud East Coast Canadian whose formative years were shaped by grocery visionaries, Donald and Rob Sobey. Their leadership and commitment to giving back inspired Rob, and it was their generosity through a scholarship in their name, that made it possible for Rob to attend Queen's University. Their influence has been foundational for Rob's ongoing passion and commitment to giving back. His daily inspiration comes from his wife, a dedicated mother to three young children as well as a family doctor and assistant professor who is committed to training future physicians. "I see how much she does to support me, our family, and others. I would not have achieved this success without her."

BEST CAREER ADVICE: An early mentor shared with me: 'you are a function of the people that you spend your time with, so choose carefully'. In both my career and personal life, I've been fortunate to spend time with many incredible people, and I am very grateful for what they've helped me become.



Leadership is ageless.

Liberty Mutual Canada is proud to congratulate our President, Rob Marsh, on being recognized as one of *Canada's Top 40 Under 40*.

Rob's leadership, professional contributions, commitment to the community, and passion for building highly engaged teams and a market-leading culture has inspired our organization — and the entire industry.

Well done, Rob, from your friends and colleagues.



MATHEW (MAT) MEHROTRA

Chief Digital Officer, North American Personal,
Business Banking and Wealth Management
BMO FINANCIAL GROUP

BIO: As chief digital officer at BMO Financial Group, Mat Mehrotra is responsible for driving the digital transformation of the bank's North American personal, business banking and wealth management businesses. A sought-after expert in his field and award-winning innovator, Mat developed a passion for digital innovation during his time on BMO's corporate strategy team, where he realized the transformative impact digital was having on the global financial services industry. Over the years his interest evolved beyond strategy and execution into building high-performance, empowered teams that drive transformative change and outcomes. After graduating from the Richard Ivey School of Business, Mat was unsure which career he wanted to pursue. After some time in consulting, he began looking for his next challenge. He joined BMO's corporate strategy team in 2010, taking on progressively senior roles through 2016 where he then joined the predecessor to the bank's digital team.

As someone with a digital-first mindset, Mat's mission at BMO is to drive digital into the heart of all customer and business strategies, and fundamentally transform experiences for a new age. He is a strategic leader focused on making big choices to drive real customer and business value that deliver outcomes that matter.

Mat attributes his success to three things: the leaders he's worked with; delivery on outcomes; and BMO's culture of rewarding performance with opportunity. Outside of BMO, Mat is dedicated to giving back to the community through his work on the board of Good Shepherd Ministries in Toronto, which serves over 450,000 meals and shelters to 1,500 individuals each year.

BEST CAREER ADVICE: Focus on outcomes and think two moves ahead! Don't plan for your next role, but the one you're looking to get to after that. This allows you to "work back" instead of "work forward" - and chart a course - fueled by performance - to where you want to go.

IF I HAD CHOSEN A DIFFERENT CAREER PATH: Engineering! I always had an affinity for math but ended up in economics in search of something more applied. I ultimately went into business for the same reason, but now, working with engineers every day, I think that path would have been amazing. It just wasn't as "big" when I was in school!

WHAT DOES IT TAKE TO BE A TOP 40 HONOUREE? Context meets capability. The right support and environment to allow individual capability to thrive and harness the power of amazing teams and people to drive real impact. Important not to forget about the first! This is why it's critical for all of us to pay it forward and help create a "level" playing field.

Mathew, **we're**
honoured you're
on our team!



Congratulations, Mathew Mehrotra, for being named as one of Canada's Top 40 Under 40 for 2021. Thank you for boldly growing the good at BMO and in the community.





TALENT TRANSFORMS

At Caldwell, we've always believed in the transformative power of great people.

It's what drives us every day to work across disciplines, borders and time zones to deliver talent acquisition solutions that combine innovative technology with outcome-oriented service and high-level expertise providing our clients with the scale and speed they need to win.

It's also why we're proud to be the Founding Sponsor of Canada's Top 40 Under 40[®], whose honourees have transformed leading companies across Canada and around the world. Congratulations to this year's impressive class of honourees.

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