

2015 ICSC CANADIAN CONVENTION

FRANK ABREU



Executive Director of Customer Engagement – Cineplex Digital Solutions

Frank has more than 15 years' experience within the Interactive Experiential industry. His expertise includes creating and executing highly customized technological solutions to reach, engage and amplify the consumer experience. Frank leads our Customer Engagement team of creative and technical experts who are focused in creating content that tells a story and solutions that bring experiences to life. Frank has experience in creating solutions for the following industries: Public Spaces, Package Goods, Retail, Grocery, Telecommunications, Technology, Beer and Spirits.

BRETT BEAUDETTE



Brett Beaudette formerly served as the lead retail designer for the Mall of America. He currently operates a retail design and consulting business, Ideal Productions and Design (ipd), that specializes in creating unique and successful in-line store, kiosk and RMU designs and branding/merchandising strategies. Brett has been immersed in design for almost 30 years, spending an abundance of his career working with specialty leasing and franchise entrepreneurs at malls, urban centers and airports. His diverse background consists of retail entrepreneur and designer, project manager, marketer, graphic designer, visual merchandiser and guest speaker. If that was not enough breadth of diversity, Brett also served as a US Army Ranger and recently retired in 2015 as a Sergeants Major in the US Army. Brett has developed an exceptional background in retail design tailored on

achieving the greatest results within any given design budget, leading him to win a number of “Visual Victories” and “ACI” airport retail awards over the years. His achievements at Mall of America don’t stop at his “Visual Victories” award winning store, kiosk and cart designs. He has been featured on HGTV, Travel Channel and local media specials for his mall holiday décor and store design sets and has been invited to serve on the MN Super Bowl Host’s Retail Committee. He has also gained recognition for moving past an aesthetic only mentality, influencing stunning functional kiosk designs and retail props. When Brett isn’t spending his time creating a design strategy for the next hit retail store, you can find him adding design touches to his own home, creating a masterpiece landscape in his yard on the lake or out in the boat fishing with his family.

SUZANNE CAYLEY



Suzanne is the Vice-President, Specialty Leasing with Aurora Realty Consultants, having joined the company in June 2014. Her focus with Aurora is developing a specialty leasing platform for clients which include both developers for short-term or pop-up leasing and consulting services and assisting retailers in seeking site opportunities. Current clients include RioCan Management Inc, Fairmont Royal York Hotel, Canadian Hickory Farms Ltd. Previously Suzanne was Vice-President, Specialty Leasing and Partnerships with Ivanhoe Cambridge for 19 years where she created one of the largest and most successful specialty leasing programs in Canada. Suzanne is currently serving on the CLS Planning Committee for 2015 and she has received her CLS and SLD designation with ICSC. She has co-chaired the ICSC Specialty Leasing Conferences and is long time supporter of ICSC through

committees and speaking engagements.

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SCOTT DORIAN



Scott Dorion is Head of Real Estate, Facilities and Procurement for Tangerine Bank. Tangerine Bank (formerly ING Direct) is renowned for its innovation and customer service. Tangerine Bank is a wholly owned subsidiary of Scotiabank. Mr. Dorion has 20 plus years of experience developing and executing Real Estate and Facilities strategies at both the Corporate and Retail levels. Prior to joining Tangerine Bank Mr. Dorion ran his own consulting firm working with some of the largest companies in Canada.

LINDA FARHA



Founder and Chief Connector

Linda Farha is an entrepreneur with a foresight that delivers business success. Pop-up go is her latest brainchild inspired by from her dealings with brands looking for creative solutions to launch products, test market new marketplaces or host events. Owner of multiple companies, including an online retailer, Linda is an experienced communicator and marketer who has worked with some of Canada's most respected mid-sized organizations including shopping centres, independent retailers and large chain stores. She knows how to deliver bottom-line results in today's fast-paced environment.

SCOTT GALLOWAY



Scott Galloway is Clinical Professor at the NYU Stern School of Business where he teaches brand strategy and digital marketing and is the Founder of L2, a subscription benchmarking and education firm. In 2012, Professor Galloway was named "One of The World's 50 Best Business School Professors" (Poets & Quants). Scott appears regularly on Bloomberg News as a Contributing Editor. In 1997, Scott founded Red Envelope, an Internet based branded consumer gift retailer (2007 revenues: \$100 million). In 1992, Scott started Prophet, a brand strategy consultancy that employs 400 professionals in the United States, Europe, and Asia. Scott was elected to the World Economic Forum's "Global Leaders of Tomorrow," which recognizes 100 individuals under the age of 40 "whose accomplishments have had impact on a global level." Scott has served on the boards of directors of Eddie Bauer (Nasdaq: EBHI), The New York Times Company (NYSE: NYT), Gateway Computer, and UC Berkeley

DAVID GIDDINGS



David Giddings With 25+ years of property management experience, David currently directs our National Operating & Technical services initiatives aimed at enhancing site delivery of service excellence and best operating practices enhancing returns for our stakeholders. He leads a team of 3 individuals that deliver programs that leverage Oxford's scale to address efficiency, expertise and governance. His current focus is largely on Oxford's evolving Smart Building's initiative ensuring the assets are future proofed to address occupants, visitors and shoppers demands for a connected experience.

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MARK HARRIS



Executive Director of Business Development & Accounts – Cineplex Digital Solutions

BIOGRAPHY: Mark has over 18 years' experience in the ideation and delivery of consumer centric, place-based, experiential marketing campaigns. He has a passion for creating campaigns that connect brands to consumers through meaningful and memorable experiences. Mark leverages his experience across a variety of industry sectors to drive results for his clients.

LINDA JOHANSEN-JAMES



Linda Johansen-James – CLS CRX

Chief Executive Officer

Linda Johansen-James prides herself on her ability to change lives. Starting with American Kiosk Management when there were 6 Proactiv locations, in 6 short years Linda and the team at AKM grew the business to almost 400 locations throughout North America. With the introduction of new brands and automated retail, Johansen has been instrumental in AKM becoming the largest owner-operated specialty retailer in the world. Over the past 12 years, Linda has made a huge difference in the lives of our team, our growing client list, and most importantly our guests. Linda travels frequently; staying connected to the business. Linda loves to interact with our guests and has an amazing connection with the teams. In addition to her role as CEO, this working knowledge of the business has helped

Linda guide the company and our clients with an ongoing focus on what is really happening in specialty retail. After a distinguished career in sales and marketing, Linda was the Director of Sales and Marketing for the Salt Lake Chamber of Commerce. Linda was also involved in the planning committee supporting the 2002 Salt Lake City Olympic Games. Linda was the founder and Co-Owner of Creative Marketing Resources in Utah. Linda is the Vice-Chairman and an active board member for Camp Soaring Eagle, and has been involved with St Jude's Children's Research Hospital for 15 years. Linda is currently in her 8th year of service as a member of the CEO Advisory Board for St. Jude. AKM was one of the first companies to participate in the Thanks and Giving program. Linda also started the Salt Lake Chapter of the Juvenile Diabetes Foundation. Linda is an active member and frequent speaker for industry Associations ICSC and Spree and holds the distinction of Certified Leasing Specialist (CLS) and Certified Retail Executive (CRE).

JAN KESTLE



Jan Kestle Founder and President of Environics Analytics, Jan Kestle has been a leader in the marketing information industry for more than forty years. An expert in using statistics and mathematics to help solve business challenges, she directed the initiatives creating the PRIZM5 segmentation system, WealthScapes financial database and ENVISION5 micromarketing platform. At EA, she's helped hundreds of customers—in industries ranging from finance and retail to the not-for-profit sector—turn data and analytics into insight, strategy and engagement. Prior to founding EA in 2003, Jan was president of Compusearch and spent 19 years at the Ontario Statistical Centre.

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MARY KNAPP



Mary Knapp has over 24 years retail experience consisting of positions as Senior Marketing Director with Cadillac Fairview in Lime Ridge Mall, Centre Mall, Eastgate Square, Masonville Place and Fairview Park Mall, and General Manager with Cadillac Fairview at Fairview Park Mall. She has worked with Primaris REIT at Dufferin Mall and Burlington Mall, and most recently as General Manager with Morguard at the St. Laurent Shopping Centre in Ottawa. Mary has been involved in the re-development of Lime Ridge Mall, Fairview Park Mall, and now with the re-development at St.Laurent Centre in Ottawa. Mary holds two ICSC designations; CMD and CRX.

JEN LEE KOSS



Jen Lee Koss is a Juilliard trained cellist and graduate of Harvard University, Oxford University, and Harvard Business School. She has spent over a decade working in management, consulting, investment banking, and private equity in the consumer/ retail sector. Upon moving to Toronto, seven years ago, she stumbled across a blog, felt an immediate connection to the blogger's writing, and set out to meet her (Kena Paranjape--now her business partner at BRIKA). Over a series of coffee dates and email exchanges, they discovered their contrasting personalities and skill-sets made them ideal business partners, and BRIKA was born! Jen is married to Johann Koss, the founder & CEO of Right to Play and has 3 children under the age of 5.

CLAUDINE LAVOIE



Regional Manager, Specialty Leasing and Partnerships

Claudine Lavoie is a Regional Manager, Specialty Leasing and Partnerships at Cominar Real Estate Investment Trust in Montreal, Quebec. A graduate of Université du Québec à Montréal, Claudine Lavoie has worked in the shopping centre industry for more than 25 years and her experience includes Management and Marketing. She started in Specialty Leasing and Partnerships at Ivanhoe Cambridge as a Manager in 2001, handling 16 community centres. Afterwards, she was entrusted three regional centres until she was promoted to the position of Regional Manager in 2004. Since October 2014, she has occupied similar functions at Cominar Real Estate Investment Trust. Claudine is an active member of CREW and ICSC, where she has given many trainings on Specialty Leasing and Partnerships.

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STEPHEN LEBOVITZ



Stephen Lebovitz is President and Chief Executive Officer of CBL & Associates Properties, Inc., based in Chattanooga, TN (NYSE: CBL). CBL is one of the largest mall REITs in the country, with a coast-to-coast portfolio comprised of more than 80 million square feet. Mr. Lebovitz joined the Company in 1988, founding CBL's New England office. He has served as a director of the Company since the completion of its initial public offering in November 1993 and has led numerous areas of the company since then including development and acquisitions. Before joining CBL, Mr. Lebovitz was affiliated with Goldman, Sachs & Co. from 1984 to 1986. Prior to his nomination as ICSC Chairman for the May 2015-16 term, Mr. Lebovitz has been an active volunteer and leader of ICSC. He is a past Trustee and Divisional Vice President of the ICSC (2002-08), a former State Director, State Operations Chair and Idea Exchange Chair. He has taught at ICSC University and participated in numerous other ICSC events. Beyond ICSC, Mr. Lebovitz is a Trustee of Milton Academy, Milton, Massachusetts, a former member of the Board of Trust of Children's Hospital, Boston, and a past president of the Boston Jewish Family & Children's Service. Mr. Lebovitz holds a Bachelor's degree from Stanford University and a Master of Business Administration degree from Harvard University. He lives in Weston, MA with his wife, Lisa and has four children, Andrew, Matthew, Abby and Julia. He is an avid mountain and road cyclist.

JENNIFER LEE



Jennifer leads the National Retail Practice for Canada and Chile, South America. She founded and leads the Omnichannel ("customer can buy anytime, anywhere, any way she wants") practice for Deloitte Canada and embeds analytics into Omnichannel strategies. Jennifer advises clients on key strategies focused on transitioning from multi-channel to an Omni channel customer experience. She advises C-level clients on how to bring together the physical and digital worlds together to drive revenue growth and operational efficiencies. Jennifer sits on the innovation leadership team and recently launched a start up company called "Deloitte Machines" as part of Deloitte's 2014 CEO Challenge. Deloitte Machines will focus on enhancing the Omnichannel brand experience in malls and mall and physical store experience. Deloitte Machines was one of three startups that received with seed funding from Deloitte Canada. Jennifer works with C-suite leaders in the consumer business industry, including global brands and manufacturers, internet gaming, fashion, retail and grocery. Graduating from one of the top business schools in North America with an Executive MBA, Jennifer's global experience spans from the U.S. and Canada to Germany to Hong Kong to Kazakhstan and Azerbaijan.

DAVID LEETHAM



David Leetham was born in Toronto, is married and proud father has two children, Michael 33 and Justine 30. His hobbies include road cycling, snowboarding, golf and traveling the world. David graduated with a Marketing and Management Degree from Ryerson in 1979. After graduation he began his business career in the graphic arts industry working in a sales position and soon advanced to a senior management role. Ten years later he opened his first business selling and servicing equipment and supplies to printing and composition industry across Canada. David co-founded Monster Media Canada in 2010 and currently holds the position of SVP. The parent company was founded in 2004 and is located in Orlando, Florida. He is an accomplished business owner who started and managed three successful companies in Canada. Monster Media is an international, full service provider specializing in digital and interactive activations. They are an industry leader in delivering dynamic and impactful interactive media across endless platforms, including airports, malls and retail locations, events, sports/entertainment venues, mobile tours, college/university campuses, hotels, bus shelters, newsstands, storefronts and mass transit. David's greatest strengths are his creativity, drive and leadership. He thrives on challenges, particularly those that expand the company's reach. David enjoys developing solid client relationships, being a motivated and enthusiastic mentor and imparting ownership to engage successful performance-driven goals.

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DEMITRIUS MARSHALL



Demetrius Marshall is the VP, Technology and Professional Services at RYCOM TPM. In this role, he oversees the business development and long term planning strategies relating to technology solutions for national property management companies such as Oxford Properties, Morguard, Great West Life, Dream (formerly Dundee Realty) and Cadillac Fairview. Over the past decade, Demetrius has assisted property owners and managers create smart building strategies, including wired, wireless, and other building technologies, with a focus on strategy execution driven through business goals. As the technologies that support building operations and management KPI's are constantly evolving, keeping a thumb on strategy execution to ensure these goals are realized is paramount, and Demetrius works with properties and vendors to provide oversight and help them understand their long-term direction. He also works with new developments (retros or greenfields) to ensure that these day-to-

day activities mirror and support these strategies. In his daily life, Demetrius draws from his strategy creation experience and applies the same methodologies and processes within his own community. As part of a sub-committee derived from a Municipal Economic Development committee, Demetrius has been helping to create an holistic economic strategic plan that will drive economic growth, promote investment and position his town as an economic leader. Through this role, he has facilitated sessions for community groups and councils, local businesses, and the community at large to understand their short-term and long-term needs and evaluate potential areas of growth. With over 30 years of experience behind him Demetrius is a future oriented individual, always looking 5-10 years ahead while still maintaining successful short-term strategy execution.

JEREMY MCMULLINS



Jeremy McMullin is President, Partner & Lead Designer of DESIGNCORP International and MARKiTECTURE. Jeremy leads the company's award winning planning and design for the extensive global list of completed projects for an esteemed client roster. Jeremy is currently designing large projects which are under construction in Canada, Brazil, Turkey, Philippines, Colombia, Guatemala, Chile, Mexico and Peru. Jeremy studied Environmental Design at the Ontario College of Art in 1983 and graduated with honours from Ryerson University. Jeremy has received over 36 prestigious international design awards for design and commercial success from such respected organizations as ICSC, ABRASCE, The Financial Post, ARIDO, Virtu and MAXI. Jeremy is a frequent speaker at major conferences.

STEPHEN J. MESSINGER



Stephen J. Messinger is partner with Minden Gross commercial leasing group, specializing in commercial leasing and development. Clients include North American large, sophisticated developers, property and asset managers, retailers, banks, trust companies, pension funds. ICSC Canadian Division Special Initiatives Chairman and 1998 and 2001 Distinguished Service Award recipient. Frequently serves as expert witness on commercial leasing matters. On Editorial Board for and contributor to Shopping Centre Leases, Volumes I and II and contributor to Shopping Centre Leases Second Edition. Member of Advisory Boards of Georgetown University Law Center Advanced Commercial Leasing Institute, Commercial Lease Law Insider, Shopping Centre Management Insider and Commercial Tenant's Lease Insider. Named one of Canada's most frequently recommended property leasing lawyers by Canadian Legal LEXPERT Directory and by Lexpert/American Lawyer Guide to the Leading 500 lawyers in Canada. Named one of the best lawyers in Canada in his practice area by Best Lawyers in Canada.

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PATRICIA NORINS



Patricia Norins has more than 25 years of experience in both the retail and publishing industries. She is considered a global authority on specialty retail and is regularly interviewed by newspapers across the country including the *Wall Street Journal*, *New York Times*, *Chicago Tribune*, and *Los Angeles Times*. She currently serves as Vice President of Specialty Programs and Publisher for the International Council of Shopping Centers. Norins oversees *Specialty Retail Report*, SPREE RECon, SPREE Canada, SPREE Europe, SpecialtyRetail.com, and ICSC's specialty retail awards, Visual Victories and SRR's Hall of Fame. Norins was founder and CEO of Pinnacle Publishing Group, Inc., a publishing and tradeshow company dedicated to the retail industry that was ranked 45 in the "Top 50 Fastest Growing Media Companies" by *Inc. Magazine*. She also speaks at events and conferences around the world on various specialty retail topics to educate shopping center developers, retailers and

brands about the incredible revenue opportunities that exist in the specialty retail industry. Additionally, she's passionate about speaking on innovation in specialty retail to educate the industry about the power of pop-up stores, strategies to grow ancillary revenue and marketing tactics to help retailers and specialty leasing executives grow their bottom line. Most recently, she was a keynote speaker at ICSC's RECon Middle East. She also developed a comprehensive training program for CBL Properties to train their entire specialty leasing team. Norins launched the Specialty Leasing Designation (SLD), professional training for specialty leasing executives that is now part of ICSC's prestigious certification program. In addition, she has served as the spokesperson for American Express' Small Business Saturday. She has also served as a store manager for the apparel chain store Casual Corner. Norins has experience as a specialty leasing manager and has helped run a family business with more than 300 kiosks across the country. Norins earned her Bachelor of Arts in Psychology from Clark University and graduated with Highest Honors.

JEAN RICKLI



For over 30 years, Jean has held key positions in the Hotel Industry, Restaurants, Real Estate and Retail sectors. He created and executed strategic plans and expansion projects for many companies at a national and provincial level. His vast experience enables him to quickly gain the confidence of the teams he is working for with his tact and diplomacy insuring all deliverables are met on target. His client and work related experience includes companies such as: Videotron, Videotron Le SuperClub, Rogers, Jacob, Famous Players Cinemas, Oberfeld-Snowcap, Black Photo, Pizza Hut, World Expo '88 (Australia), and Canadian-Pacific Hotels. Jean has a Bachelor's degree in Hotel Management from the Hotel School of Geneva, Switzerland and an executive training from the Centre of International Research and Studies in Management (CIREM) from the University of Montreal. He has both the Canadian and Swiss citizenships and is fluent in English, French & German.

GUNARS ROBEZNIKS



Gunars Robeznieks is the Regional Business Manager for Pivotal Projects Inc., covering the Greater Golden Horseshoe area. Pivotal provides trusted advice on new construction and redevelopment projects to developers, building owners, asset managers and property managers for a variety of project types. Pivotal is the Canadian Project Management arm for WSP Global, an international professional services provider. Gunars has over 25 years of turnkey real estate development and construction experience. His completed works include new building construction, as well as leaseholds and retrofits. His personal experience includes engineering, design, execution, project management and executive responsibility. Prior to Pivotal, Gunars was a Senior Vice-President with Giffels Design Build Inc. and was instrumental in the delivery of \$25M sq. ft. of premises nationally. Gunars currently represents significant institutional investors and owners in the expansion and redevelopment of their

most significant retail assets. His tenure in the roles of owner, developer, owner's representative, constructor and service provider allows him to contribute a distinct value proposition to project delivery and asset management, founded on an understanding of technical subjects and commercial terms pertaining to both leasing and construction.

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LEIGH ROSAR



Leigh Rosar is a 20 Year Veteran of the Canadian Shopping Centre industry; where she started her career with roles in centre level marketing and management before shifting to the corporate office approximately 17 years ago as a founding member of a Sponsorship and Partnership group for one of Canada's largest mall portfolios. In that role, Leigh negotiated and oversaw strategic sponsorships and partnerships; including all third party advertising and media agreements across a national portfolio of malls; eventually launching Canada's first nationally based digital media network. In 2013, Leigh moved to Oxford Property group, where her responsibility encompasses oversight for the retail marketing and specialty leasing groups, including sponsorships, partnerships, media income and digital strategy. Leigh has a degree in Organizational Psychology as well as an MBA in Marketing and Strategy; and lives with her daughter in Toronto's Beach neighborhood, where you'll find her most mornings enjoying an early run on the Boardwalk.

ROB SIMPSON



Rob Simpson MBSc B.Tech LEED ® AP Manager, Operational Sustainability and Energy, Ivanhoe Cambridge. Rob has been involved in sustainable design, construction and operations for over 10 years. His current role focuses on operational energy management and efficiency across our network of managed properties, and in collaboration with our property managers and our Operational Sustainability Team, and is committed to ensuring buildings operate in a manner that demonstrates Ivanhoe Cambridge's commitment to environmental stewardship. Rob has a Masters Degree in Building Science, a Bachelor of Technology in Architectural Science, and is a LEED AP.

MIKE ST. CYR



Mike is responsible for managing RYCOM TPM's landlord and property management portfolio of commercial and retail assets across Canada. He works closely with all key stake holders, including operations, property managers, marketing, specialty leasing, IT, asset managers and general management, providing input on important areas of concern including smart/intelligent buildings, Wi-Fi, DAS (Distributed Antenna Systems) as well as the necessary technical guidance, deployment plans, and adherence to standards and codes. Mike's focus is to work together with these stakeholders to mitigate risk, reduce operation costs, uncover unrecognized revenue opportunities and to enhance tenant relationships as they relate to telecom infrastructure management. He and his team have successfully positioned RYCOM TPM as the national market leader in this area by educating landlords on the basic business requirements, principles, and key strategies, and by helping them measure real results. Mike's ability to translate his company's services and the dynamic and complex nature of telecommunications into simple ideas that his clients understand helps to positively impact net operating income (NOI). Mike has over 30 years of sales, marketing and management experience in the communications industry. He resides in Oakville, Ontario.

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ROB STASSEN



Rob Stassen's role as SVP Real Estate for Loblaw Companies Limited encompasses network strategy, real estate development and leasing, store design and construction, store set-up, facility management, property management, and lease administration. Loblaw Companies Limited is Canada's largest retailer. It operates over 2,500 stores and its real estate portfolio comprises over 85 million square feet of retail, warehouses, and offices. Rob is based in Toronto and has been with the company for 21 years.

SCOTT STRATTEN



Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls Un-Marketing. Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, he ran his "UnAgency" for a nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape. He now has over 175,000 people follow his daily rantings on Twitter and was named one of the top 5 social media influencers in the world on Forbes.com. He has written four best-selling business books, the newest being "UnSelling: The New Customer Experience" which was **just named "Sales Book of the Year" by 1-800 CEOREAD.**

BENJAMIN TAL



Benjamin Tal is responsible for analyzing economic developments and their implications for North American fixed income, equity, foreign exchange and commodities markets. He also acts in an advisory capacity to bank officers on issues related to wealth management, household/corporate credit and risk. Well-known for his ground-breaking published research on topics such as labour market dynamics, real estate, credit markets, international trade and business economic conditions, Mr. Tal not only contributes to the conversation but also frequently sets the agenda. He has close to 20 years of experience in the private sector advising clients, industry leaders, corporate boards, trade associations and governments on economic and financial issues. National and global media regularly seek him out for his insight and analysis on economic issues that impact financial markets, consumers, corporations and public policy. He is also a frequent lecturer in the economic programs of various Canadian universities. Mr. Tal is a member of the Economic Committee of The Canadian Chamber of Commerce, The Economic Development Committee of the Toronto Board of Trade. He is also a member of board of Governors of Junior Achievement of Central Ontario, and a board member of the Toronto Financial Services Alliance.

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JENNIFER THOMAS



Jennifer Thomas is Director of National Specialty Leasing for Morguard. Morguard is one of Canada's largest integrated real estate companies with a diversified portfolio of more than \$15.1 billion in properties owned or under management. With over 19 years of shopping center experience, Jennifer started her career with Cadillac Fairview holding various roles in Customer Service Management, Marketing and Specialty Leasing. Joining Morguard in 2004, Jennifer currently oversees the National Specialty Leasing program in more than 20 shopping centers across Canada. In this role, she is responsible for establishing national partnerships, implementing new corporate strategies, and maximizing revenue across the portfolio. Jennifer is an active member of the ICSC, member of the SPREE Advisory Board & planning committee, and a registered salesperson with the Ontario Real Estate Association.

GINO TOMARO



Gino has 20 years of retail experience and a degree in architectural technology. He opened his first High-end menswear boutique in the trendy Yorkville area of Toronto in 1995 and it is still in operation today. In 2008 Gino joined Signifi Solutions and embarked on his journey to create an unforgettable customer experience through Automated Retail Kiosks. His unique background allows him to bring insight to conceive the best possible solutions for customers. His strength ensures that every Spot Shop seamlessly integrates within the clients retail environment, making the products stand out while creating customer intrigue.

BOB VOUNOTRIPIDIS



Operations Manager, Yorkdale Shopping Centre (Oxford) 24 years of operation with Oxford, Education Seneca College and BOMA.

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TINA M. WILLIAMS



Executive Director, Strategic Partnerships & Experience

Tina M. Williams has over 15 years of experience in commercial real estate, holding several senior positions mainly with the Cadillac Fairview Corporation Limited, one of North America's largest owners of commercial real estate. She has worked with numerous brands, retailers and partners to create memorable relationships that deliver a strong return on investment for all involved. Her background in legal, alternative dispute resolution, marketing and improvisational comedy provide valuable skills to meet a variety of objectives. Tina has developed a distinct creative approach to strategic marketing problems and finds creative solutions to meet the needs for all parties. Tina's passion for the ultimate customer experience provides a distinct perspective to every partnership she establishes.

CHIP WILSON



Chip Wilson is an entrepreneur and business leader. Chip is best known as the founder and former Chairman of the yoga-inspired company lululemon athletica, and as a visionary in technical apparel. Chip founded his first retail apparel company, Westbeach Snowboard Ltd., in 1979. The venture sold apparel targeted at the emerging surf, skate, and snowboard markets. He went on to sell Westbeach in 1997 and founded lululemon athletica in 1998. Chip also chairs his wife and son's new apparel company "Kit and Ace", in which specializes in technical cashmere. In 2004, Ernst & Young named Chip Canadian Entrepreneur of the Year for Innovation and Marketing and in 2012 the University of Victoria presented him the "Distinguished Entrepreneur" award. In 2014, Chip received an honorary doctorate from the Emily Carr University of Art and Design. Chip has started a new venture with his wife Shannon called Whil; a 60 second meditation designed as a way to temporarily shut down

the brain, set personal commitments, and power forward to boost productivity. Chip is also the pioneer of numerous philanthropic ventures. Chip and Shannon founded the Chip and Shannon Wilson School of Design at Kwantlen Polytechnic University, committed to educating students in innovative design for fashion, interiors, graphics, product and technical apparel. Additionally, Chip and Shannon established Imagine1Day, an organization set out to fund schools, train teachers, and educate youth in Ethiopia. Chip also enjoys giving back to his home city, Vancouver. He sponsors a yearly children's run with B.C. Children's Hospital and in 2012 he donated funds to restore 14 of the city's most beloved statues. Chip is the proud father of five sons.