Dear Delegates,

Welcome to RCC’s 2016 Retail Human Resources Conference! This is Canada’s only HR event designed by retailers, for retailers. We are thrilled to bring HR professionals from across the country to network together, share best practices and learn of the latest industry trends related to retail HR.

In planning this year’s conference, we tapped into past delegates’ feedback and requests. We were also fortunate to draw upon the wisdom, support and guidance of a group of leading retail HR professionals who provided invaluable real time direction and input on our agenda. The topics and insights you see today are a direct result of this collaboration.

We have curated an impressive group of thought leaders who will share current retail HR information that will be both insightful and actionable. Senior executives from Best Buy Canada, Town Shoes, Canadian Tire, H&M, and other major brands will explore topics ranging from mental health in the workplace to mobile recruitment strategies.

In her opening keynote session, Kamy Scarlett, SVP, Retail & Chief Human Resources Officer for Best Buy Canada, will discuss how the company navigated change and transformation during brand consolidation. Yvone Defreitas, Director of HR and Organizational Effectiveness for the Canadian Centre for Occupational Health and Safety, will explore various mental health issues at work and effective ways to promote mental health in the workplace. Jack Hixson-Vulpe, Author and Education & Training Facilitator for The 519, will discuss how you can create an affirmative work environment for transgender and gender non-conforming employees.

Thank you to our extraordinary speakers – we look forward to learning from you.

On behalf of RCC, I’d like to express our sincere thanks and appreciation to our sponsors for their participation and support. I encourage each of you to visit their exhibitor booths to learn how they can work with you and make your HR and other practices and processes even stronger. I also want to thank this year’s Planning Committee members who generously volunteered their time to help create this highly informative event.

And finally, on behalf the Retail Council of Canada’s 2016 Retail Human Resources Conference Committee, thank you for your participation. We are confident you will draw value from this thought leadership event and that it will enhance your outlook on our ever-evolving industry.

Sincerely,

Michael LeBlanc
Senior Vice President, Membership, Programs & Revenue
Retail Council of Canada

We know retail

As Canada’s largest human resource consulting and outsourcing company, we are the only firm that takes an integrative and innovative approach to the needs of retail.

To learn more about our RCC member benefits and insurance program, visit our booth and join one of our speaking sessions.
# Schedule-at-a-Glance

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<td>Navigating Change and Transformation at Best Buy Canada</td>
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<td>8:55 am – 9:40 am</td>
<td>Leaders of the 21st Century: Leading Through Complexity and Developing High-Potential Talent</td>
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<td>• Creating a Mentally Healthy Workplace</td>
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<td>• The Next Generation of Talent Attraction: Developing and Implementing a Mobile Recruiting and Engagement Strategy</td>
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<td>• Trends and Strategies for Effectively Delivering on an Holistic Compensation Philosophy and Strategy – How are progressive employers engaging talent through cash and non-cash innovation?</td>
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<td>4:20 pm – 5:20 pm</td>
<td>Networking Reception</td>
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There's a better way to hire retail employees.

We understand the challenges retailers have to compete for great front-line talent. Our solution is proven to lower turnover, increase workforce quality, and save your hiring managers time.

At Mindfield, we combine professional recruiters, simple-to-use technology, and best practice process to remove the pain of hiring great front-line retail employees. Each job you open is managed by our team of recruiters and they deliver you great candidates through our platform. Helping you build a powerful hourly retail workforce that gets better with every hire.

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sales@mindfieldgroup.com | 1.866.511.9554 | www.mindfieldgroup.com
Tuesday, April 5, 2016

7:00 am – 3:30 pm
Registration Open

7:30 am – 8:00 am
Breakfast & Networking
Orion AB

8:00 am – 8:10 am
Opening Remarks
Orion CD
Diane J. Brisebois
PRESIDENT & CEO
RETAIL COUNCIL OF CANADA
Michael LeBlanc
SENIOR VICE PRESIDENT, MEMBERSHIP, PROGRAMS & REVENUE
RETAIL COUNCIL OF CANADA

8:10 am – 8:55 am
Navigating Change and Transformation at Best Buy Canada
Orion CD
Hear from our opening keynote speaker Kamy Scarlett about Best Buy Canada’s journey over the past two years - from the Best Buy and Future Shop brand consolidation to the explosion of their eCommerce business. Kamy will discuss how the team navigated the brand consolidation, how they learned about the strength of culture and the resilience of people when leadership chooses transparency in communication.

Kamy Scarlett
SENIOR VICE PRESIDENT, RETAIL & CHIEF HUMAN RESOURCES OFFICER
BEST BUY CANADA

8:55 am – 9:40 am
Leaders of the 21st Century: Leading Through Complexity and Developing High-Potential Talent
Orion CD
The digital age created a major shift in leadership requirements, and many companies are now struggling with accurately capturing qualities of the modern-day and future leaders.

In this keynote session, Dr. David Weiss will discuss a new requirement for leaders: leading through complexity by drawing out the innovative capacities of their employees and teams. He will also describe best practice methods for training and developing future leaders. Using his breadth of experience in working with companies around the globe, David will showcase best practices in strategic talent leadership development and succession planning through practical case studies and examples.

Dr. David Weiss
PRESIDENT & CEO
WEISS INTERNATIONAL LTD.

9:40 am – 9:45 am
Fast Five: Sobey School of Business + RCC Thought Leadership Series
Retail Success through Innovation and Evidence-Based Decision-Making
Orion CD
The retail sector faces many exciting opportunities as well as challenges. The David Sobey Centre for Innovation in Retailing and Services at Saint Mary’s University was established with the mandate to help create a vibrant retail sector in Canada. The David Sobey Centre has a three-pronged focus: (a) applied research, in collaboration with retailers, to help improve retail performance, (b) support and sponsor innovation and (c) training and professional education for current and aspiring retail leaders. We are excited to launch Canada’s first Executive Education Program that is designed specifically for retail executives in July 2016.

Ramesh Venkat
DIRECTOR, DAVID SOBEY CENTRE FOR INNOVATION IN RETAILING AND SERVICES
SOBEY SCHOOL OF BUSINESS

Presented by
9:45 am – 10:15 am

Networking Break
Orion AB

10:15 am – 11:00 am

Morning Concurrent Sessions

Creating a Mentally Healthy Workplace
Pegasus
The workplace can have a significant impact on our health, safety and overall well-being. Join the Canadian Centre for Occupational Health and Safety (CCOHS) in this session to increase your understanding and recognition of mental health issues at work, develop effective approaches to promoting mental health in the workplace, and find resources and tools to help get you there.

Yvone Defreitas
DIRECTOR OF HUMAN RESOURCES AND ORGANIZATIONAL EFFECTIVENESS
CANADIAN CENTRE FOR OCCUPATIONAL HEALTH AND SAFETY (CCOHS)

The Next Generation of Talent Attraction: Developing and Implementing a Mobile Recruiting and Engagement Strategy
Lyra
In today's recruiting environment, it’s even more important to build relationships with your talent audience and that often involves reaching them on a mobile device. Good recruiting is about connecting with candidates on their own terms. When your candidates are looking for you on their mobile device and they can’t find you - you simply don’t exist! Now is the time to build a long-term plan for your mobile presence. Join Phil Hendrickson, former global talent sourcing leader from Starbucks and Apple, as he provides you with the roadmap to developing and implementing a robust mobile recruiting and engagement strategy using examples from his retail career.

Phil Hendrickson
CHIEF TALENT STRATEGIST
QUALIFY
FORMER TALENT SOURCING LEADER
STARBUCKS

Trends and Strategies for Effectively Delivering on an Holistic Compensation Philosophy and Strategy – How are progressive employers engaging talent through cash and non-cash innovation?
Orion CD
This session will cover research on emerging trends in delivering on the compensation promise. Engaging talent in holistic total recognition approach’s to cash and non-cash compensation and creating the ultimate value proposition.

In addition to comparing and contrasting the Canadian and U.S. retail landscape, the speakers will not only explore U.S. trends and how they influence the Canadian market they will also discuss best practices while covering broader levers to recognize and reward employees.

Nigel Branker
PARTNER AND ONTARIO CONSULTING PRACTICE LEADER
MORNEAU SHePELL

Christopher Chen
NATIONAL DIRECTOR
HAY GROUP

Presented by

11:00 am – 11:30 am

Creating an Affirmative Work Environment for People Who Identify as Trans and Gender Non-Conforming
Orion CD
It is important for every organization in Canada to strive to be a place in which all individuals can express their authentic selves and feel comfortable and safe. It is also your organization's legal obligation to create spaces that are free from discrimination based on gender identity and gender expression, and to provide equal access to opportunities and benefits. With that in mind, this session will serve as your guide toward creating an affirmative work environment for people who identify as trans and gender non-conforming.

Jack Hixon-Vulpe
AUTHOR, EDUCATION AND TRAINING FACILITATOR
THE 519
11:30 am – 11:35 am

**Fast Five: ClearFit + RCC Thought Leadership Series**

**Building a World-Class Retail Team is an Information Game — Here’s How to Win**

Orion CD

In retail, more so than in any other industry, success is built on your people. The wrong people can hurt sales, wreck the brand, and bog down the organization with turnover. Unfortunately, most retailers haven’t had access to the information they need to make the best people decisions...until now. Jamie Schneiderman, CEO of Clearfit, the leader in performance insights, will show you how leading organizations are using WHY data to consistently find and develop high performers who stay longer and who embody their unique brand. Discover the new data empowering world-class retail teams.

*Jamie Schneiderman*

**FOUNDER & CEO**

**CLEARFIT**

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11:35 am – 1:00 pm

**Lunch & Networking**

Orion AB

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1:00 pm – 1:45 pm

**Afternoon Concurrent Sessions**

**Supercharge Your Employees to Deliver Better In-Store Experiences**

Pegasus

In the eyes of the shopper, an available customer service or store associate doesn’t always result in a positive customer experience. In fact, recent consumer research demonstrates nearly half of all consumers believe they know more about a retailer’s product offering than a store associate! To succeed in the Age of the Shopper, retailers must rethink how to address the in-store experience through personalized service to drive shopper engagement and, more ultimately, customer loyalty.

Join Peter Theocharis, Vice President at Salesforce Canada, to learn how leading retailers can unleash the power of social, mobile and collaboration technologies to supercharge employees across the organization to transform every customer experience into a delightful one.

*Peter Theocharis*

**VICE PRESIDENT**

**SALESFORCE CANADA**

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**How to Support Transgender Employees: Legal Considerations and Real-Life Cases**

Orion CD

Earlier in the day, Jack Hixson-Vulpe from The 519, talked about creating affirmative work environments for people who identify as trans and gender non-conforming. This concurrent session will cover the Ontario Human Rights Commission’s Policy on preventing discrimination because of gender identity and gender expression providing a 360-degree outlook on how to support transgender employees from both legal and practical perspectives. Anneli LeGault will discuss legal considerations for employers and will cover real-life examples from her cases.

*Anneli LeGault*

**PARTNER**

**DENTONS CANADA LLP**

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**Developing a Young Pipeline of Talent: Drawing on Lessons from Successful Public-Private Partnerships**

Lyra

What are the key features of successful youth employment and training models between local government, community and private-sector employers? A diverse panel of retail employers will discuss how these partnership models have resulted in better talent acquisition, job retention, and career building in the retail sector. This session will help build knowledge and awareness among the retail community of successful youth recruitment and preparation models, and how they can get involved.

**MODERATOR**

*Jennifer Posthumus*

**PROGRAM SUPPORT MANAGER**

**CITY OF TORONTO, EMPLOYMENT & SOCIAL SERVICES**

**PANELISTS**

*Nation Cheong*

**DIRECTOR, YOUTH INITIATIVES**

**UNITED WAY TORONTO AND YORK REGION**

*Wilfred Lumilan*

**AREA HUMAN RESOURCES MANAGER**

**H&M CANADA**

*Sara Presutto*

**VICE PRESIDENT, PARTNER RESOURCES**

**STARBUCKS COFFEE CANADA**

Presented by Clearfit
1:45 pm – 2:15 pm  
**Networking Break**  
Orion AB

2:15 pm – 2:20 pm  
**RCC Special Update - How to “Safety Group”**  
Orion CD  
Come hear about one of the greatest industry secrets that you’re not a part of… yet. Since 2006, Retail Council of Canada has been partnering with retailers to sponsor an annual program that allows retailers to receive an additional rebate from the Workplace Safety and Insurance Board (WSIB). To date retailers have recovered over $16.6 million dollars! Join Sonny Brar for this quick presentation to find out why Toys”R”Us participates in this program, and the value it could provide for your business.

Sonny Brar  
NATIONAL HEALTH AND SAFETY MANAGER  
TOYS “R” US CANADA

2:20 pm – 3:00 pm  
**HR Leadership Roundtable**  
Orion CD  
In this highly anticipated panel discussion, a group of esteemed Canadian HR leaders will debate the latest industry trends while offering solutions to the most common challenges in the field of HR. Topics of discussion will include:

- Engaging millennials and building high-performance cultures
- Sustaining your culture in the digital age
- Navigating the impact of technology on human resources

Our panel of experts will also discuss the mentorship programs, employee training and development initiatives within their organizations and offer best practices in succession planning as well as talent management strategies for retaining high potential employees.

MODERATOR  
Kevin Graff  
PRESIDENT  
GRAFF RETAIL  
HR LEADERS  
Aliana Rozenek  
VICE PRESIDENT, HUMAN RESOURCES, COMMUNICATIONS & SUSTAINABILITY  
THE HOME DEPOT CANADA  
Kelly Davis  
SENIOR VICE PRESIDENT, HUMAN RESOURCES, LOSS PREVENTION & CUSTOMER SERVICE  
TOWN SHOES LIMITED  
Minal Kamath  
VICE-PRESIDENT, HUMAN RESOURCES  
CANADIAN TIRE CORPORATION

3:00 pm – 3:30 pm  
**Rexall Canada’s Makeover and Its Impact on Human Resources**  
Orion CD  
In this session, Brian McLaughlin will discuss Rexall Canada’s journey over the last few years including various company acquisitions as well as their brand’s reinvention. Brian will discuss how all of these changes impacted their HR function by showcasing real-life examples and sharing lessons learned along the way.

Brian McLaughlin  
EXECUTIVE VICE PRESIDENT, HUMAN RESOURCES  
KATZ GROUP REXALL PHARMA PLUS
3:30 pm – 4:15 pm

**Understanding Business and Retail Brand Strategy**

Orion CD

In this closing keynote session, David Kincaid, one of the most recognized and respected opinion leaders in the marketing industry, will discuss the latest trends in retail brand strategy and how it folds over into the HR discipline. Learn how to envision HR as if it were a brand and how to add health and vibrancy to your company to attract (and retain!) customers. This is a session designed to help you participate more actively and directly with your counterparts in different parts of the business.

**David Kincaid**
MANAGING PARTNER, FOUNDER
LEVELS STRATEGY GROUP

4:15 pm – 4:20 pm

**Closing Remarks**

Orion CD

4:20 pm – 5:20 pm

**Networking Reception**

Orion AB

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**Special offer for RCC HR 2016 attendees***

Member Fee: $549.00
Use promocode HR50STOREM to save $50 off member fee

Non-Member Fee: $749.00
Use promocode HR50STORENM to save $50 off non-member fee

*Offer valid until April 13, 2016 on full conference passes only.

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  President and CEO
  Sephora Americas

- Marc Metrick
  President
  Saks Fifth Avenue

- Tina Lee
  CEO
  T&T Supermarket

- Ethan Song
  Co-founder, CEO & Creative Director
  Frank & Oak

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#STORE2016
SPEAKERS

Nigel Branker
PARTNER AND ONTARIO CONSULTING PRACTICE LEADER
MORNEAU SHEPELL
@Morneau_Shepell

Nigel is a Partner at Morneau Shepell and is the Practice Leader of the Ontario Consulting Business. Nigel is an experienced thought leader with a wide range of experience with plan design implementation and financial management, member education and communication, as well as integrated administration solutions.

An actuary with more than 20 years of experience providing strategic advice on pension plans and other benefit arrangements, Nigel serves as a trusted advisor to a large number of Morneau Shepell’s clients. With a strong understanding of multiple lines of business, the industry, and our clients’ businesses, he delivers responsive and forward-thinking solutions that best meet organizations’ needs and objectives, while leveraging Morneau Shepell complete service offering.

Sonny Brar
NATIONAL HEALTH AND SAFETY MANAGER
TOYS “R” US CANADA
@ToysRUs

Sonny Brar comes with over 13 years of Retail Health, Safety and Environment experience and is currently the National Health and Safety Manager for Toys “R” Us Canada. He is a honours graduate of Criminology, Justice and Public Safety from Manitoba and is an active member of the Retail Council of Canada Safety Group Steering committee and sits on Canada’s Retail Health and Safety Committee. Sonny has also had great successes in his tenure in Health and Safety and has been a recipient of 3 Presidential Excellence Awards with Maple Leaf Foods and Toys “R” Us along with several H&S successes with his tenure at Sobeys and IKEA.

Christopher Chen
NATIONAL DIRECTOR
HAY GROUP

Christopher is National Director for Executive Compensation and Reward and a member of Hay Group’s Executive Reward Global Leadership Team. Christopher advises clients on supporting stakeholder value through effectively aligning organizational strategy to executive compensation.

Christopher has worked extensively with private and public sector clients across Canada in the areas of corporate governance, compensation strategy, competitive benchmarking and incentive design. As a former lawyer and compensation director, he brings deep technical and industry expertise to his clients.

Yvone Defreitas
DIRECTOR OF HUMAN RESOURCES AND ORGANIZATIONAL EFFECTIVENESS
CANADIAN CENTRE FOR OCCUPATIONAL HEALTH AND SAFETY (CCOHS)
@CCOHS

Yvone Defreitas is the Director of Human Resources and Organizational Effectiveness at the Canadian Centre for Occupational Health and Safety (CCOHS) where she is responsible for developing, implementing and monitoring the centers human resources plans and programs.

With over 15 years of experience in human resources management, Yvone provides the centre with council and expertise related to administration, management services, recruitment, performance management, training, development, compensation and benefits.

She’s a training and development skills-oriented instructor at Centennial College in Toronto, Ontario, and is a certified member of the Human Resources Professionals Association (HRPA).

Kelly Davis
SENIOR VICE-PRESIDENT, HUMAN RESOURCES, LOSS PREVENTION & CUSTOMER SERVICE
TOWN SHOES LIMITED
@townshoes

Kelly Davis is the Senior Vice President of HR, Loss Prevention & Customer Service for Town Shoes Limited (Town Shoes, The Shoe Company, Shoe Warehouse, Sterling and DSW Canada). She leads these three functions for the company’s 700+ restaurants and 30,000 associates. Prior to joining Town Shoes Limited, she was the Vice President of People Development at Cara Operations (Milestones, Kelsey’s, Harvey’s, Montana’s and Swiss Chalet) where she worked with the corporate office and franchise partners to deliver HR services to the company’s 700+ restaurants and 30,000 associates.

Kelly spent most of her career prior to joining Cara Operations with the Hudson’s Bay Company where she worked for over 12 years in a variety of progressive HR roles including leading the HR function for all Bay and Home Outfitters stores across Canada. Her last role with the Hudson’s Bay Company was in a more specialist function where she led Compensation, Benefits, Associate Relations and Services for the Hudson’s Bay Company in Canada and Lord & Taylor in the U.S.

Kevin Graff
PRESIDENT
GRAFF RETAIL
@graffeit

Kevin Graff is the President of Graff Retail, based in Toronto, Ontario. Since 1988, Graff Retail has specialized in working with retailers around the globe to increase their revenue through improved staff performance. For 27 years, they have had the privilege of working with many of the world’s best and brightest retailers.

Kevin is also the creator of Graff Retail TV, the retail community’s leading source of online sales and management training. Since being launched in 2008, Graff Retail TV has provided thousands of sales associates and store management teams with the skills they need to succeed.

NATION CHEONG
DIRECTOR, YOUTH INITIATIVES
UNITED WAY TORONTO AND YORK REGION
@unitedwaytyr

For the past 17 years Nation has dedicated his professional and personal time to supporting young people in communities across Toronto. He has played many roles throughout his career that have led to social, cultural and spiritual impact. He is a respected partnership builder, community animator and developer, artist, musician, teacher, and social change agent.

As United Way’s Director of Youth Initiatives he oversees the implementation of United Way’s Youth Success Strategy, working with the provincial and municipal government, private sector partners and community agencies to tackle the employment challenges that over 80,000 youth face in the GTA.
Phil Hendrickson
CHIEF TALENT STRATEGIST
QWALIFY
@Qwalify

Phil started his career in executive search in the 90’s and then worked in talent acquisition at Sapient, Fannie Mae, Starbucks and Apple. He now works at Qwalify to help companies build brand-based recruiting strategies that help find, engage and recruit the talent that drives their business. His goal is to create a better candidate experience while connecting people with opportunity on a large scale. Phil is driven to challenge the status quo in HR technology and has enabled new platforms, mobile solutions and talent channels for his teams. He enjoys building programs and initiatives that transform how companies approach the talent marketplace. He has built global recruiting teams, centralized sourcing teams and created programs that target veterans and people with disabilities. Phil is a member of the LinkedIn 100, an international group of professionals that steer LinkedIn’s product development and improve its functionality. He’s a founding member of the Advisory Council for GettingHired, a career portal for people with disabilities. Phil has been on the board of the Northwest Recruiting Association (NWRA) since 2011.

Jack Hixson-Vulpe
AUTHOR, EDUCATION AND TRAINING FACILITATOR
THE 519
@The519

Jack Hixson-Vulpe is a Ph.D candidate at York University, an education and training facilitator at The 519 and author of The 519’s Creating Authentic Spaces, Gender Identity and Gender Expression toolkit. His research focuses on Gay-Straight Alliances and inclusive policy in primary and middle schools. He has been invested in community activism and education work for over a decade and is a qualified primary school teacher.

Minal Kamath
VICE-PRESIDENT, HUMAN RESOURCES
CANADIAN TIRE CORPORATION
@CanadianTire

Minal Kamath is the Vice-President of Human Resources Operations at Canadian Tire Corporation. She is responsible for overseeing the business’ critical human resources services and providing specialized expertise in the areas of talent acquisition, employee relations, total rewards, including executive compensation. Minal manages a team of over 75 human resources professionals that support over tens of thousands of employees across the country.

Before joining Canadian Tire, Minal held positions with Bombardier and Sears Canada where she supported key priorities critical to the success of the business, such as cultural transformation, leadership review, employee engagement and training. She has also led training and workforce planning functions in the financial and public sectors.

David Kincaid
MANAGING PARTNER, FOUNDER
LEVEL5 STRATEGY GROUP
@Level5Strategy

David Kincaid is among the most recognized and respected opinion leaders in the North American marketing industry. He is the Founder and Managing Partner of LEVEL5 Strategy Group, one of Canada’s leading strategic brand consultancies.

Prior to starting LEVEL5, David was Chief Marketing Officer at Corus Entertainment where he helped set the organization’s corporate vision, values and positioning. Before Corus, David was Senior Vice-President of Marketing and Director of Strategic Planning at Labatt Breweries of Canada, where he led the company’s expansion into the United States, Mexico, the Dominican Republic and Cuba as well as the successful turnaround and launches of brands. Through the 80’s he worked at American Express and General Foods.

Anneli LeGault
PARTNER
DENTONS CANADA LLP
@Dentons

Anneli LeGault is a partner in the Toronto office of Dentons Canada LLP. Her employment law practice focuses on human resources policy issues, including employment agreements, human rights, pay equity, employment equity, reorganizations, outsourcing, secondments and terms and conditions of employment. As a member of Dentons’ Canadian Retail practice and its global Luxury, Fashion & Beauty practice, Anneli works with national and international retailers on a broad range of human resources management issues.

Anneli advises clients on Ontario’s accessibility legislation, workplace harassment, and workplace violence regulations. Anneli also advises and represents a wide range of both federally and provincially regulated unionized and non-union clients on labour relations and employment law issues before various administrative tribunals, and advises clients on the administration of collective agreements, hiring and termination procedures and all facets of employment law. Working in close partnership with vendors and purchasers of corporate assets and shares, Anneli negotiates, drafts and reviews the employee and privacy-related terms of acquisition and sale agreements. Anneli has co-authored “Your Employment Standards Questions Answered – Federal and Provincial Guidance”, 4th Edition, 6th Edition and 7th Edition.

Wilfred Lumilan
AREA HUMAN RESOURCES MANAGER
H&M CANADA
@hmcanada

Wilfred Lumilan is the Area Human Resources Manager for H&M’s largest region. In this role Wilfred is responsible for the recruitment, engagement, training and development of employees in 31 stores (and growing!) and over 900 employees. He started his journey with H&M before the first store opened its doors in 2004. In his 10 years with H&M Wilfred has grown from a part-time Sales Advisor to a Store Manager of some of the Country’s largest volume stores, to a Business Analyst and now to Area HR Manager. Wilfred is famous for his infectious energy, his skill and efficiency in store operations and most importantly his ability to train and develop his colleagues. Will has trained and developed some of H&M’s current store leaders and recently travelled to San Francisco to deliver leadership training to H&M USA’s Senior Leadership Team.
Brian McLaughlin  
EXECUTIVE VICE-PRESIDENT, HUMAN RESOURCES  
KATZ GROUP REXALL PHARMA PLUS  
@Presutto @StarbucksCanada

Brian joined Katz Group Canada in 2003 and has held his current position of Executive Vice President, Human Resources and Corporate Relations since 2006. He is responsible for Human Resources, Organizational Development and Training, Recruitment and Retention, and Communications within the company. As President and Chair of the Rexall Foundation, Brian leads a team of passionate people dedicated to helping build strong and vibrant communities by supporting numerous charitable organizations. Prior to joining Katz Group Canada, Brian held several senior positions at TD Canada Trust in Information Technology, Operations and Development and was also the Vice President, Human Resources, at Money Foods North America.

Jennifer Posthumus  
PROGRAM SUPPORT MANAGER  
CITY OF TORONTO, EMPLOYMENT & SOCIAL SERVICES  
@cityoftoronto

With broad experience in program development, management and oversight, Jennifer is responsible for a number of Workforce Development initiatives on behalf of the City, including the Partnership to Advance Youth Employment (PAYE).

Jennifer is a charismatic public sector professional with exceptional leadership, decision-making, networking and communication skills. Over her 23 year career with the City, Jennifer has fostered relationships with a variety of stakeholders including leading private sector employers, civic and thought leaders and community based organizations. She has successfully leveraged these partnerships to advance key initiatives such as poverty reduction and youth employment.

Sara Presutto  
VICE-PRESIDENT, PARTNER RESOURCES  
STARBUCKS COFFEE CANADA  
@Presutto @StarbucksCanada

As Vice-President, Partner Resources, Sara is responsible for leading Starbucks Canada’s partner (employee) experience and integrated talent management initiatives. Under her leadership, a team of HR business partners support more than 17,000 partners (employees) in over 1,000 retail locations and regional offices across Canada. A 12-year Starbucks partner, Sara has been instrumental in helping significantly grow the Canadian business during her tenure.

With more than 15 years of human resources experience, Sara has been a vocal champion for Starbucks values and culture and has helped the company achieve external recognition from Best Workplaces in Canada and Canada’s Top 10 Most Admired Corporate Cultures. She has is an active ambassador for women and is launching a Women’s Development Network, is a member of the advisory council for the Ryerson School of Retail Management and mentors youth with the Yonge Street Mission.

Aliana Rozenek  
VICE-PRESIDENT, HUMAN RESOURCES, COMMUNICATIONS & SUSTAINABILITY  
THE HOME DEPOT CANADA  
@HomeDepotCanada

Aliana Rozenek is Vice President, Human Resources, Communications and Sustainability with The Home Depot Canada leading human resources, public relations, internal communications, community affairs, learning and sustainable operations across the Canadian division.

Aliana joined The Home Depot in 2014. She leads the human resources functions across 180 stores, the store support centre and distribution centres and ensures that The Home Depot’s business strategies reflect the company’s values. She also plays a key role in overseeing internal and external communications, leading The Home Depot Foundation, which is committed to helping put an end to youth homelessness, and advancing the company’s sustainable initiatives.

Kamy Scarlett  
SENIOR VICE PRESIDENT, RETAIL & CHIEF HUMAN RESOURCES OFFICER  
BEST BUY CANADA  
@ScarlettKamy @BestBuyCanada

As Senior Vice President, Retail and Chief Human Resources Officer for Best Buy Canada, Kamy Scarlett is accountable for sales and profits in over 180 stores across Canada, in addition to enacting the human resources and talent management strategies for the company. Kamy began her career in retail over 30 years ago, starting with a role at the Hudson’s Bay Company. She has harnessed invaluable experience in both line and support functions, for iconic Canadian retailers such as Dylex, Hudson’s Bay, Loblaw’s, Grafton Fraser and now Best Buy Canada.

Often referred to as a ‘unicorn’ for her uniquely defined experiences in retail, Kamy’s background has included such roles as VP of Retail at the Bay, and SVP of Marketing for Hudson’s Bay Company and its four banners, as well as serving as the SVP of Talent Management at Loblaw. In her role at Best Buy Canada, Kamy brings a wealth of knowledge, a strong leadership mentality, and an acute skillset to lead her teams.

Jamie Schneiderman  
FOUNDER & CEO  
CLEARFIT  
@jamieclearfit

Jamie is the Founder and CEO of Clearfit, the leader in performance insights. Clearfit’s patented performance insights engine delivers the critical missing information that empowers leaders to consistently select, develop, and promote top talent.

He believes job performance depends on people working in roles in which they are built to succeed. He has long been an advocate of creating a world where the right people are in the right jobs, resulting in happier employees and more productive organizations. Jamie has spent over 20 years building companies like Procter & Gamble, and Rogers Communications, along with several technology start-ups.
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Peter Theocharis
VICE PRESIDENT
SALESFORCE CANADA
@PeterTheocharis, @SalesForceCA

Peter Theocharis is responsible for driving growth and customer success for the Canadian enterprise organization with the Salesforce Shopper Success Platform, a solution designed to help retailers connect with shoppers in a whole new way.

With more than 20 years of professional experience spanning solution development, business analysis, IT project management and strategic partner management, Peter is a trusted strategic solutions advisor for many well-known Canadian brands, including fashion, specialty, grocery and mass retailers.

Ramesh Venkat
DIRECTOR, DAVID SOBEY CENTRE FOR INNOVATION IN RETAILING AND SERVICES
SOBEY SCHOOL OF BUSINESS
@SobeySchool_SMU

Ramesh Venkat is the Director of the David Sobey Centre for Innovation in Retailing and Services at the Sobey School of Business. He was previously Associate Dean and Director of MBA Program at the Sobey School of Business, Saint Mary’s University.

Ramesh’s research expertise is in customer experience and engagement and brand strategy. Ramesh is the author the book “E-Marketing: A Strategic Approach” (by McGraw-Hill) and has a forthcoming book on Customer Engagement (by Springer). Ramesh is also founder and president of CeQuotia Consulting, which provides customer experience measurement and analytics solutions. Ramesh holds an MBA degree from Simon Fraser University and a Ph.D. in Marketing from the University of British Columbia, Canada.

Dr. David Weiss
 PRESIDENT & CEO
 WEISS INTERNATIONAL LTD.
 @DrDavidWeiss

Dr. David S. Weiss, ICDD, CHRE is the author of six bestselling business books including “Innovative Intelligence” and “Leadership Driven HR.” David is the President & CEO of Weiss International Ltd., a Toronto-based firm specializing in innovation, leadership and HR strategic consulting. Previously, David was an affiliate professor at the Rotman School of Management and Chief Innovation Officer in a multi-national consulting firm. He has been honored by many organizations globally including by the Asia Pacific HR Congress with the “HR Leadership Award,” by HR Israel “HR Distinction Award,” by HRPA with the lifetime designation as “Fellow” member, and by the Government of Canada and the Province of Ontario with the “Distinguished Lecturer” certificate. David has delivered over two hundred conference presentations and has written over fifty journal and trade articles. David has conducted executive sessions in Canada, USA, China, Russia, Israel, Uganda, South Africa, Malaysia, Chile, Hungary, Paris and England on his innovative ideas and its practical applications.
Exhibitor floor plan

Entrance ORION A

Entrance ORION B

10  | 20  | 19  | 18  | 17  | 16  | 15  | 14  | 13

10  | 20  | 19  | 18  | 17  | 16  | 15  | 14  | 13

Exhibitors:

10  | 20  | 19  | 18  | 17  | 16  | 15  | 14  | 13

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