

SECOR AND THE EMPIRE CLUB OF CANADA PRESENT:

INNOVATION

HOW TO CREATE A CULTURE OF INNOVATION



You won't want to miss an insightful panel discussion on Innovation: How to Create a Culture of Innovation.

Event Details:

A NEW DATE! - February 5, 2009

12 noon

Location: Fairmont Royal York, Toronto

To purchase tickets visit www.empireclub.org or call 416 364 2878

Marcel Côté, SECOR, will moderate a panel discussion on How to Create a Culture of Innovation. Panellists from CapitalOne, DeBeers and Bell Canada will share insights on how innovation and creativity has impacted their organizations' business plans and bottom-line. An open question and answer period will follow the discussion.



Marcel Côté, Founding Partner, SECOR

Marcel Côté is a founding partner of SECOR Consulting. Over his 30-year career as a consultant, he has specialized in strategy consulting for senior management both in Canada and in France. Marcel is also known for his work on innovation and economic growth policies, a subject on which he has written several books. He was also a sponsor of the global MINE survey of over 1000 firms on their innovation practices. Currently, he is a member of the Expert Panel on private sector innovation set up by the Council of Canadian Academies. The Panel will report this month to the Government of Canada on the state of innovation in Canada. Marcel holds an MSc in Economics from Carnegie Mellon University (Pittsburgh, PA) and is a Fellow of the Center for International Affairs, Harvard University.



John McNain, Vice President of Strategy and Marketing, Capital One Canada

John McNain is Vice President of Strategy and Marketing at Capital One Canada. In this role, John leads a group to develop the overall long-term strategy for the Canadian business, in partnership with the senior leadership team. In 2005, he managed the development of the company's Canadian brand, and more recently he was instrumental in the launch of both the No Hassles Rewards card and the MasterCard PayPass program for Capital One customers. John received his MBA from the Wharton School of the University of Pennsylvania and is a Richard Ivey School of Business HBA graduate.



Steve Thomas, CFO, De Beers Canada Inc.

Steven Thomas joined De Beers' London-based Diamond Trading Company (DTC) in 2003 to establish an Internal Audit function for its global operations. He was soon promoted to the Head of Finance, a position he held for two years. As of November 2006, Steven transferred to De Beers Canada to assume the role of Chief Financial Officer. Steven is a qualified Chartered Accountant and holds a Joint Honours Degree in Accounting and Economics from University College Cardiff.



Mary Ann Turcke, Executive Vice President, Field Services, Bell

Mary Ann Turcke currently leads Bell's Field Services group. She previously served as Vice President, Customer Experience and Operations – Small Medium Business (SMB), where her team provided support for all SMB customers through various call centres, technical help desks and dedicated service consultants. Mary Ann graduated with a Civil Engineering degree from Queen's University. She also holds a Masters in Engineering from the University of Toronto and a Masters in Business Administration from Queen's University.