

# JOURNEY TO PURPOSE

**Friday, October 15, 2021**  
**8:00 a.m. - 6:00 p.m.**

## AGENDA

|   |   |   |  |   |
|---|---|---|--|---|
| <b>8:00 a.m. - 8:05 a.m.</b>  | <b>Land Acknowledgement</b><br>Fellow: Gareth Gransaul  |   |  |   |
| <b>8:05 a.m. - 9:20 a.m.</b>  | <b>Grand Challenges Panel &amp; Parallel Sessions</b><br>Fellow Co-Hosts: Lena Robinson & Christian Cutts   |   |  |   |
|   | <table border="0"> <tr> <td><b>Option 1: The Guria Case</b><br/>Keynotes: Mohammad Rishad Faridi &amp; Ajeet Singh<br/>Ivey Faculty Host: Alison Konrad<br/>Fellows: Gareth Gransaul &amp; Lena Robinson</td> <td><b>Option 2: The Wilderness Safari</b><br/>Keynotes: Neil Midlane &amp; David Tanguay<br/>Ivey Faculty Host: Oana Branzei<br/>Fellow: Christian Cutts</td> </tr> </table>   | <b>Option 1: The Guria Case</b><br>Keynotes: Mohammad Rishad Faridi & Ajeet Singh<br>Ivey Faculty Host: Alison Konrad<br>Fellows: Gareth Gransaul & Lena Robinson | <b>Option 2: The Wilderness Safari</b><br>Keynotes: Neil Midlane & David Tanguay<br>Ivey Faculty Host: Oana Branzei<br>Fellow: Christian Cutts           |   |
| <b>Option 1: The Guria Case</b><br>Keynotes: Mohammad Rishad Faridi & Ajeet Singh<br>Ivey Faculty Host: Alison Konrad<br>Fellows: Gareth Gransaul & Lena Robinson | <b>Option 2: The Wilderness Safari</b><br>Keynotes: Neil Midlane & David Tanguay<br>Ivey Faculty Host: Oana Branzei<br>Fellow: Christian Cutts  |   |  |   |
| <b>9:30 a.m. - 10:20 a.m.</b>   | <b>Purpose with Eric Saarvala</b><br>Ivey Alumnus and Impactalyst Consulting Founder & CEO  |   |  |   |
| <b>10:30 a.m. - 11:50 a.m.</b>  | <b>Sustainable Development Goals Panel &amp; Parallel Sessions</b><br>Fellow Co-Hosts: Celina Chen & Parker Thomlinson  |   |  |   |
|   | <table border="0"> <tr> <td><b>Option 1: Chop Value Manufacturing Ltd. (SDG #12)</b><br/>Keynote: Felix Böck, Founder &amp; CEO<br/>Facilitator: Parker Thomlinson (HBA '21)</td> <td><b>Option 2: HSBC, Net Zero Ambition (SDG #13)</b><br/>Keynote: Dana Krechowicz, Senior Sustainable Finance Manager<br/>Facilitator: Celina Chen (HBA '21)</td> <td><b>Option 3: The Chic Geek (SDG #5)</b><br/>Keynote: Kylie Woods, Founder &amp; Executive Director<br/>Facilitator: Mitchell Cowie (EMBA '22)</td> </tr> </table>   | <b>Option 1: Chop Value Manufacturing Ltd. (SDG #12)</b><br>Keynote: Felix Böck, Founder & CEO<br>Facilitator: Parker Thomlinson (HBA '21)                        | <b>Option 2: HSBC, Net Zero Ambition (SDG #13)</b><br>Keynote: Dana Krechowicz, Senior Sustainable Finance Manager<br>Facilitator: Celina Chen (HBA '21) | <b>Option 3: The Chic Geek (SDG #5)</b><br>Keynote: Kylie Woods, Founder & Executive Director<br>Facilitator: Mitchell Cowie (EMBA '22) |
| <b>Option 1: Chop Value Manufacturing Ltd. (SDG #12)</b><br>Keynote: Felix Böck, Founder & CEO<br>Facilitator: Parker Thomlinson (HBA '21)                        | <b>Option 2: HSBC, Net Zero Ambition (SDG #13)</b><br>Keynote: Dana Krechowicz, Senior Sustainable Finance Manager<br>Facilitator: Celina Chen (HBA '21)  | <b>Option 3: The Chic Geek (SDG #5)</b><br>Keynote: Kylie Woods, Founder & Executive Director<br>Facilitator: Mitchell Cowie (EMBA '22)                           |  |   |
| <b>12:00 p.m. - 12:50 p.m.</b>  | <b>Webinar: Maria Zhivitskaya</b><br>Faculty Host: Nadine de Gannes<br>Student Panel: Jash Hitesh Kalyani (HBA '22), Suzanne Davidson (EMBA '22, Section 2) and Jared Bell (MSc Candidate '22)<br>Description: Vanguard is the second largest asset manager in the world with over \$7.8 billion in global assets under management on behalf of over 30 million investors. Maria joined Vanguard from LIGM (UK's largest asset manager), where she was a Sustainability & Responsible Investment Manager working on exclusion lists and climate engagement. She worked on ESG integration in M&G Prudential before that. Maria holds a Ph.D. in Accounting from the London School of Economics, where her research focused on governance and risk oversight in financial institutions; she has authored articles in the Financial Times and Oxford University Press among others. Maria also teaches at Paris School of International Affairs and at Saïd Business School in Oxford. Maria has been named by Forbes as one of their 30 Under 30 in the European Finance sector. Ivey professor Nadine de Gannes will host Maria and facilitate live Q&A with student representatives of the HBA2022 program (Jash Hitesh Kalyani), the EMBA2022 program (Suzanne Davidson), and Mac2022 (Jared Bell). |   |  |   |
| <b>1:10 p.m. - 2:00 p.m.</b>  | <b>Webinar: Impak Finance with Paul Allard</b><br>Co-Founder & CEO, Impak Finance<br>Faculty Host: Oana Branzei<br>Student Panel: Andrew Newton (MBA '20), Sherry Jong (EMBA '22, Section 2), and Devansh Bavishi (EMBA '22, Section 1)<br>Description: Paul Allard is the founder and CEO of Engagement Labs Inc. (TSX VENTURE.EL), a 2018 data-based communications start-up that created eValue™ - the global benchmark for social scoring. Previously, Paul was the founder and CEO of Triangle Growth Capital 1, a Capital Pool Company that he listed on the TSX Venture (TRL.P) in March 2005 raising 1.5M\$. Paul had also founded ZAQ Interactive Solutions Inc. in 1997 and acted as President and CEO until the company was sold to ISAC Technologies in March 2003 (ISF.VN). Mr. Allard has been a key-note speaker, panel member, chair and moderator at over 50 events in Asia, Europe and North America, and lectured at Ivey and UQAM (Université du Québec à Montréal) among other leading business schools. Ivey professor Oana Branzei will host Paul and facilitate live Q&A with Ivey MBA2020 and case study writer, Andrew Newton and two representatives of the EMBA2022 program (Devansh Bavishi and Sherry Jong).  |   |  |   |
| <b>2:20 p.m. - 4:20 p.m.</b>  | <b>System-Transformational Immersion: Human Trafficking Deconstruction</b><br>Host: Mazi Raz  |   |  |   |
| <b>4:40 p.m. - 5:20 p.m.</b>  | <b>Reflections on Purpose with Mazi Raz and Eric Saarvala</b><br>Fellow Co-Facilitators: Abby Litchfield & Helen Schreyer<br>Ivey Faculty Host: Mazi Raz<br>Ivey Alumnus: Eric Saarvala   |   |  |   |
| <b>5:30 p.m. - 5:40 p.m.</b>  | <b>Closing Keynote with Leah Nguyen</b><br>Investment Director, TELUS Pollinator Fund for Good  |   |  |   |
| <b>5:40 p.m. - 5:50 p.m.</b>  | <b>Closing Keynote with Kasia Sell</b><br>Partner, Sustainability & Climate Change, Deloitte  |   |  |   |
| <b>5:50 p.m. - 6:00 p.m.</b>  | <b>Closing Keynote with Jory Cohen</b><br>Director of Finance and Impact Investment, Inspirit Foundation  |   |  |   |

## GUEST SPEAKERS



**PAUL ALLARD**  
Co-Founder & CEO, Impak Finance

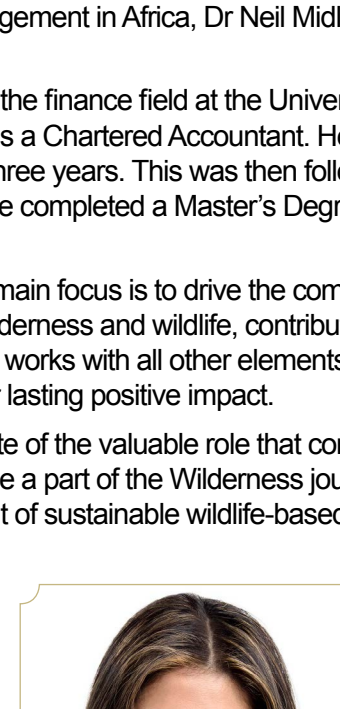
Paul Allard, Co-Founder & CEO, Impak Finance is a serial tech entrepreneur with a track record of achieving business results, through leadership, management, innovative problem solving, networking, financial engineering and M&A. Paul is the founder and CEO of Engagement Labs Inc. (TSX VENTURE.EL), a 2018 data-based communications start-up that created eValue™ - the global benchmark for social scoring. Previously, Paul was the founder and CEO of Triangle Growth Capital 1, a Capital Pool Company that he listed on the TSX Venture (TRL.P) in March 2005 raising 1.5M\$. Paul had also founded ZAQ Interactive Solutions Inc. in 1997 and acted as President and CEO until the company was sold to ISAC Technologies in March 2003 (ISF.VN). Mr. Allard has been a key-note speaker, panel member, chair and moderator at over 50 events in Asia, Europe and North America, and lectured at Ivey and UQAM (Université du Québec à Montréal) among other leading business schools.



**FELIX BOCK**  
Founder & CEO, ChopValue Micro Manufacturing

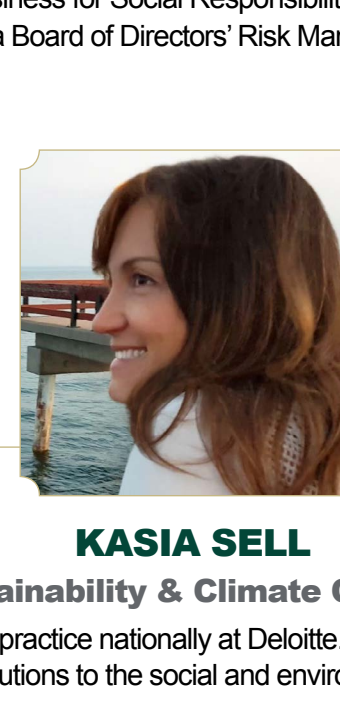
Working as engineer for making a viable, circular economy simply the norm.  
I am the Founder and CEO of ChopValue, a circular economy microfactory franchise concept. My passion is product design and woodworking. Throughout my young professional career in industry and academia I learned that collaboration is driving true innovation - and effective communication is enhancing idea creation. I love the saying "outside the box thinking" and feel that I thrive when I can stay as far as possible away from "the way it's usually done".  
My work has involved a number of engineering design -and research led initiatives with MIT, Cambridge, UBC and FP Innovations including the adaptation of results on nomenclature and processing standards in the bamboo industry and scientific knowledge transfer programs. For more than 10 years, I have led teams in the natural fibre and material performance industry to develop new products and processes. Academics founding CrossLink Technologies in 2015, I found ways of a more multidisciplinary approach between industry and academia working on wood- and bamboo process/composite technologies. My team's motivation is to develop products that lead to new business ideas and opportunities in rapidly growing economies. Sustainable and resource efficient thinking in developed and rapidly developing countries are the foundation of CrossLink's work.

Being someone who wants to see his ideas come to fruition, I founded ChopValue Manufacturing Ltd. in 2016 as inspiring and practical example for an engineering and product design firm operating in the circular economy: entirely based on under-utilized resources. We excel in farm harvesting, 30,000,000 chips/stocks later, we decided to expand our microfactory concept globally and are excited to franchise technology, brand and vision to other communities.



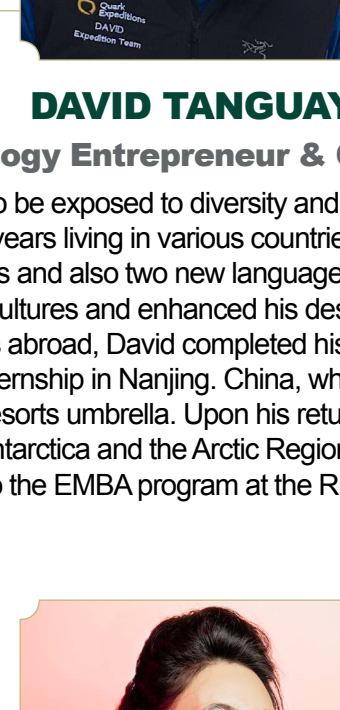
**JORY COHEN**  
Director of Finance and Impact Investment, Inspirit Foundation

Jory Cohen is the director of finance and impact investment at the Inspirit Foundation, where he managed an integral role in launching Inspirit's 100% impact portfolio. He continues to lead the roll-out of that strategy while managing all aspects of the finance department. Before joining Inspirit, Jory was the managing director of Youth Social Innovation Capital Fund (YSI), an impact investing fund. He also co-founded an impact venture in East Africa based on the fair-market-value sales of honey. Since graduating from the Richard Ivey School of Business at Western University as the Valedictorian of his class, Jory quickly garnered a reputation as a next-generation leader in the impact investing field. Jory is often called upon to share his expertise within the sector and academic institutions. He's also co-authored a children's book.



**MOHAMMAD RISHAD FARIDI**  
Assistant Professor, Prince Sattam Bin Abdulaziz University

Dr. Mohammad Rishad Faridi is a Canadian citizen. Currently working as an Assistant Professor in the Department of Marketing and the Director of Business Center, College of Business Administration, Prince Sattam bin Abdul Aziz University, Al-Kharrj. He has 23 years of corporate and academic experience. He is an MBA, PhD, (In Consumer Behavior) Post Graduate Certificate in Supply Chain Management from Toronto, Canada and has done Program in Supply Chain Management from Association of Operation Management (APOS) USA. His areas of work are in Sales, Marketing, Strategic Management and Supply Chain Management. Presently he teaches Marketing and other business courses. He has a rich experience in working in various professional organizations across Asia to North America. His areas of interest are exploring high potential employee development, Consumer Behavior, Supply Chain Management etc. Presently he is the coordinator of faculty development conducting various training & development programs for the faculty members. He is a member of College Strategic Planning Committee, an active member of quality accreditation program and also core team member at the student activities committee at the college. He runs motivational presentation for students and faculties, to bring a change in their personality and hone their soft skills.



**DANA F. KRECHOWICZ**  
Senior Sustainable Finance Manager, HSBC

A 15-year veteran of the sustainability field, Dana started as an ESG analyst in the then fledgling ESG ratings industry. She worked at two leading environmental think tanks in the U.S. and Canada, then in provincial climate change initiatives and sustainability consulting before her current role at HSBC Bank Canada, leading the bank's sustainable finance policy in Canada.



**NEIL MIDLANE**  
Group Impact Manager, Wildlife Safaris

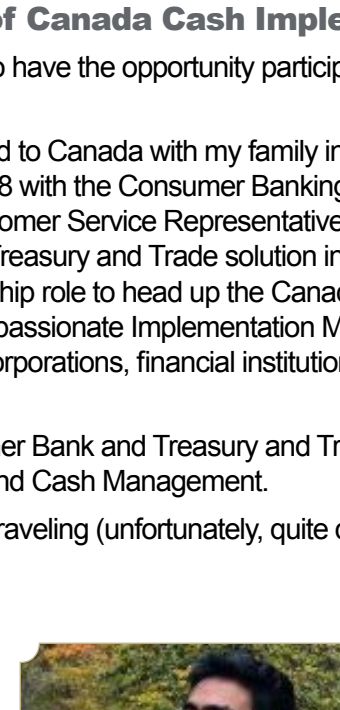
With extensive experience in ecotourism, an excellent financial background and a pragmatic understanding of the conservation issues facing protected areas management in Africa, Dr Neil Midlane was appointed Wilderness Safaris Group Impact Manager in April 2019.  
Neil completed his undergraduate studies in the finance field at the University of Stellenbosch, graduating with an Honour's Degree in Accounting, later qualifying as a Chartered Accountant. He then left the finance industry to work as a guide at Phinda Private Game Reserve for three years. This was then followed by a stint at Rand Merchant Bank in Johannesburg and Cape Town, during which he completed a Master's Degree in Environmental Management, also through the University of Stellenbosch.  
In his role as Group Impact Manager, Neil's main focus is to drive the company's mission of using its conservation tourism business to conserve and restore Africa's wilderness and wildlife, contribute to community development, and to inspire people to advocate for positive change. Neil works with all other elements of the business to ensure a cohesive approach to uplifting conservation tourism as a force for lasting positive impact.

As a passionate conservationist and advocate of the valuable role that conservation tourism is playing in protecting Africa's wildlife and pristine areas, Neil is excited to be a part of the Wilderness journey, and for the opportunity to make a significant, positive contribution to the development of sustainable wildlife-based economies across the continent.



**LEAH NGUYEN**  
Investment Director, TELUS Pollinator Fund for Good

Leah is an Investment Director for the TELUS Pollinator Fund for Good, which brings a dual-eyes approach to investing in for-profit startups that are leveraging technology to build solutions that drive positive social, health, and/or environmental outcomes. She drove the strategy and execution for launching the Pollinator Fund, and now leads sourcing, evaluating, and executing investment opportunities.  
Before TELUS, Leah was a management consultant with Accenture and a project manager at Lulemon athletics. Leah serves on the board of the Lower Mainland Christmas Bureau. She holds a BBA from Simon Fraser University.



**ERIC SAARVALA**  
Senior Associate, S. Sutton & Associates Inc.

With more than 20 years of experience in the nonprofit sector, and in corporate social responsibility, Eric Saarvala, MBA, CSR.P, C. Dipl. SR&S, specializes in Corporate Social Responsibility (CSR), and has additional significant expertise in Advancement Services, Alumni Relations and Giving, Counsel and Support for Philanthropists and Risk Management and Fundraising Governance.  
Some of his previous experience has included: Strategic Account Executive, CSR, Employee Engagement, Foundations & Nonprofit Solutions for Blackbaud, Advisor to Canadian Business for Social Responsibility (CBSR) and Manager, Charitable Foundation Services, Scotiabank, Scotia Private Client Group, Scotiabank.  
Eric graduated from the Ivey Business School with a Executive MBA from Western University and the University of St. Michael's College at the University of Toronto, with a Graduate Diploma in Social Responsibility & Sustainability. Eric also has sustainability practitioner certification from the Centre for Sustainability & Excellence.  
Eric is an in-demand thought leader in CSR/sustainability, philanthropy and the United Nation's Sustainable Development Goals (SDGs). He sits on the Canadian Business for Social Responsibility (CBSR) Education Foundation Board of Directors and is a member of the Imagine Canada Board of Directors' Risk Management, Finance and Audit Committee.



**KASIA SELL**  
Partner, Sustainability & Climate Change, Deloitte

Kasia leads the ESG/Sustainability Strategy practice nationally at Deloitte. She helps organizations to thrive and grow while playing a responsible role in finding solutions to the social and environmental challenges facing our world.  
She has experience leading complex projects related to social, economic and environmental issues including working with organizations to develop and execute high-performing ESG/sustainability strategies, engage stakeholders and Indigenous partners in transformational projects and enhancing transparency and disclosure related to social, environmental and governance issues.  
Kasia works alongside a multidisciplinary team that includes scientists, engineers, CPAs and creatives to make an impact that matters.



**AJEET SINGH**  
Founder & Director, Guria India

Guria India began in 1988 when Ajeet Singh, adopted three children from the red light area.  
Ajeet began his activism during college days and got deeply influenced by social justice questions as guaranteed by our Constitution. Subsequently, this led him to register "Guria" to protect women and children from the flesh trade and human trafficking. His recent work includes formulation of much talked legislation on human trafficking led by Inter-ministerial committee and NHRC SOP for combating trafficking where as a member of the Committees, he played an important role in designing the policy from the perspective of sex trafficking.  
He has been invited to several judiciary and parliament led processes to assist the Government - to name a few: Altabad High Court Juvenile Justice Committee, Parliament standing committee on the Immoral Traffic (Prevention) Amendment Bill in 2006 and NCW enquiry committees for probing girls on human trafficking. He has also been instrumental in sending Judiciary, NGOs, advocates, police & Anti Human Trafficking Units on human trafficking through the National Legal Services Authority of India, National Institute of Public Cooperation & Child Development and UNICEF.



**DAVID TANGUAY**  
Technology Entrepreneur & Consultant

From a young age, David had the privilege to be exposed to diversity and learning from life changing experiences. Prior to attending University, David spent several years living in various countries, in South America and Europe, where he embraced and learnt from cultural differences and also two new languages: Spanish and Portuguese. This experience spurred his interest in learning from foreign cultures and enhanced his desire to push his surroundings to live unique experiences through travel. Following his years abroad, David completed his Business Administration degree at the Université du Québec à Montréal and a full year internship in Nanjing, China, where he was part of a core team opening a five-star hotel under the Starwood Hotels and Resorts umbrella. Upon his return to Canada, David joined Quark Expeditions, specializing in Polar Expedition cruises, in Antarctica and the Arctic Region, under the Sales & Business Development department. David is currently a candidate to the EMBA program at the Richard Ivey Business School, in Ontario.



**KYLIE WOODS**  
Founder & Executive Director, Chic Geek

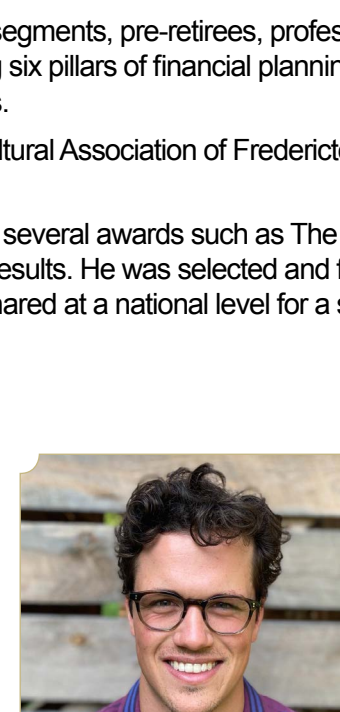
An avid learner and tenacious question-asker, Kylie believes work should be something that challenges and excites you. She's a champion for women in technology and is committed to creating spaces where everyone feels like they belong.  
As the founder and executive director of Chic Geek, Kylie works to engage, retain and support intermediate women in technology through programs like Career Pathing, events and industry partnerships. Proud mom to twin girls, Lily and Mae, Kylie is intentionally designing work and life by her own rules.



**MARIA ZHIVITSKAYA**

Maria Zhivitskaya is an Investment Stewardship Lead in Vanguard, responsible for voting and engagement in Japan. Vanguard is the second largest asset manager in the world with over \$7.8 billion in global assets under management on behalf of over 30 million investors. Maria joined Vanguard from LIGM (UK's largest asset manager), where she was a Sustainability & Responsible Investment Manager working on exclusion lists and climate engagement. She worked on ESG integration in M&G Prudential before that.  
Maria holds a Ph.D. in Accounting from the London School of Economics, where her research focused on governance and risk oversight in financial institutions; she has authored articles in the Financial Times and Oxford University Press among others. Maria also teaches at Paris School of International Affairs and at Saïd Business School in Oxford. Maria has been named by Forbes as one of their 30 Under 30 in the European Finance sector.

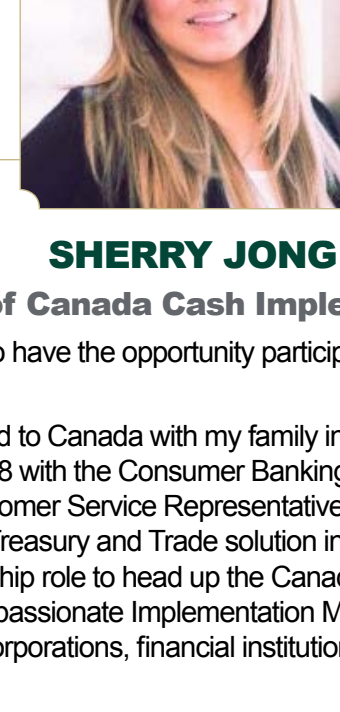
## STUDENT PANELISTS



**DEVANSH BAVISHI**  
Division Director, IG Wealth Management & EMBA '22

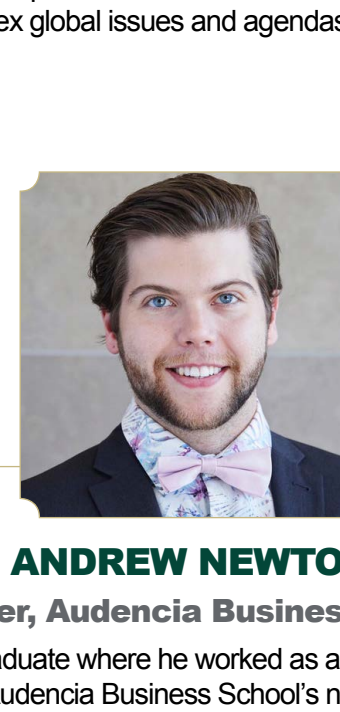
Devansh Bavishi is a Division Director and Certified Financial Planner with IG Wealth Management. Devansh holds a M.Sc. from Gujarat University in India. He earned his Registered Retirement (RRSP), Certified Financial Planner (CFP®) and Chartered Life Underwriter (CLU) designations in 2019, 2020 and 2020 respectively.  
As a CFP, his focus is helping three market segments, pre-retirees, professionals and incorporated business professionals with structuring their financial future using six pillars of financial planning. In his leadership role, he leads a team of 9 advisors and helps them grow their practices.  
Devansh also serves on two boards; Multicultural Association of Fredericton and Fredericton Non-profit Housing Corporation.

During his career with IG, Devansh has won several awards such as The Pillar Award in both his second and third years in recognition of achieving certain business results. He was selected and featured as 1 out of 3 individuals for International Men's Day within IG. His career story was shared at a national level for a successful career transition and was featured in an advertisement to attract career changers.



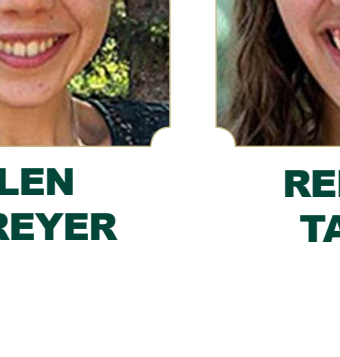
**JARED BELL**  
MSc Candidate '22

With an undergrad in Environmental Governance, Jared is deeply passionate about helping organizations re-imagine their relationship with the environment. In his current role as president of the MSC Sustainability Club, he works to increase the presence of sustainability within the MSC program and expose students to the variety of careers within sustainability. As a "re-formed ski bum" Jared is happiest outside, preferably with a dog or two.



**SUZANNE DAVIDSON**  
Director, Property Claims, RSA Insurance & EMBA '22

I started my career in the Financial area working in the branch environment through different roles. In 2011 I change paths and moved into the insurance world. My focus is in claims and I have a background in Property, Auto Physical Damage and Accident Benefits. Most recently I was working at RSA Insurance where I have held different roles and such as the Director of Property Claims and Customer Management Services. This past June RSA was acquired by Intact Insurance and I have moved over to that company hold the position of Director of Ontario Property Claims.  
With my current position I lead and coach a team across multiple brands and regions for both Property and Auto Physical Claims. I strive to build capabilities and knowledge across the team while developing my teams pipeline. The biggest highlight of my role is the fact that I work with and the unique perspectives that they bring to the table.  
I have a BA in English from McMaster University and also hold the Canadian Insurance Principle Designation. Recently I took a very insightful course called Stainable Business Strategy from Harvard Online.  
Some of my favorite past times are travelling, hiking and golfing with my husband and 4 year old son.



**SHERRY JONG**  
Senior Vice President, Head of Canada Cash Implementation, Citibank & EMBA '22

I'd like to begin by expressing my gratitude to have the opportunity participating in this learning journey with this very talented group!  
I was born and raised in Malaysia and moved to Canada with my family in 1989. I have been in the Canadian banking industry for over 22 years. I joined Citibank in 1998 with the Consumer Banking team in Toronto. Spending 9 of the 10 years in Consumer Bank in leading a team of Customer Service Representatives, Business Bankers, and Tellers. I had passion in project management and joined the Treasury and Trade solution in 2009 as the Implementation Manager in Cash Management. In 2017, I assume the leadership role to head up the Canada Cash Management Implementation. I am fortunate to manage a team of talented and passionate Implementation Managers who oversee the Canada Cash Management product delivery for multinational corporations, financial institutions, and public sector organizations around the world.  
With over 22 years of experience in Consumer Bank and Treasury and Trade Solutions, I have developed an expertise in people management, Consumer Banking, and Cash Management.  
In my personal time, I enjoy snowboarding, traveling (unfortunately, quite difficult at this time), spinning, and meditation.



**JASH KALYANI**  
HBA Candidate '22

I am driven by creativity, culture, and community. Having done my first two years in Political Science at Huron University, I transitioned into business to work with and influence large organizations in creating a tangible socio-environmental impact.  
I started my own cultural association at Huron which is now the largest club on campus and worked with the City of London for Community Engagement, and these experiences make me believe that a huge piece of sustainability is to create and maintain social awareness about complex global issues and agendas like the UNSDGs. I want to be with a career marketing.



**ANDREW NEWTON**  
Senior Case Writer, Audencia Business School & MBA '20

Andrew is an Ivey Business School MBA graduate where he worked as a Sustainable Finance case writer. After graduating, he worked as a Senior Case Writer for Audencia Business School's new Chief Value Officer Executive MBA program.

## FELLOWS



**CELINA CHEN**      **CHRISTIAN CUTTS**      **GARETH GRANSULL**      **ABBY LITCHFIELD**



**LENA ROBINSON**      **HELEN SCHREYER**      **REBECCA TAYLOR**      **PARKER THOMLINSON**