

Career Connections



**Wednesday
March 4, 2009**

5:30 - 7 p.m.

**Senate & Board
Chamber**

Presented By:

LAURIER
A L U M N I
BACKPACK **2** BRIEFCASE

LAURIER
Career Development Centre

Welcome to Career Connections,

a career information event featuring Laurier alumni. Alumni Relations and the Career Development Centre are pleased to be co-hosting this program, also part of the Alumni Association's Backpack 2 Briefcase program, which helps students develop life skills and assists with the transition into a successful post-university life.



Whether you are unsure of your career direction or wish to learn more about your career path of choice, this evening is designed to encourage you to practice your networking skills and gain practical career information from Laurier alumni working in diverse sectors.

Have a seat with the alumni with whom you wish to speak. Please be considerate of other students who may also wish to chat with the same individuals.

Suggested Questions for Alumni

- How and why did you decide to go into this field?
- What skills are needed for this role/position?
- What advice would you give someone interested in pursuing a career in your industry?
- What are your daily responsibilities?
- What do you like best and least about your position/industry?
- What are reasonable salary expectations?
- Are there any professional associations I could join?
- What should I be doing to increase my chances for success in this area?

Career Field	Name	Table
Accounting	Scott Ballantyne	22
Communications	Michael Pereira	13
Communications	Kenneth Tam	13
Consulting	Alim Maherali	5
Consulting	Karen Passmore	21
Counselling	Stacey Campbell	16
Education	Holly Chester	14
Education	Louise Kearney	15
Education	Michael Pereira	13
Education	Jan Varner	8
Entrepreneurship	Ryan Burgio	28
Entrepreneurship	Allan Cayenne	10
Entrepreneurship	Sourov De	28
Entrepreneurship	Alim Maherali	5
Entrepreneurship	Jan Varner	8
Environmental	Nathan Badger	20
Environmental	Joel Nichols	19
Event Planning	Amy Ballantyne	11
Event Planning	Siobhan Bhagwat	9
Event Planning	Allan Cayenne	10
Event Planning	Kari Zehr	11
Financial Services	Daryl Faulkner	2
Financial Services	William Rogers	2
Financial Services	Marc Henein	3
Financial Services	Marc Richardson	3
Health	Amy Ballantyne	11
Health	Susan Haller	16
Health	Sherry Rock	17
More...		

Career Field	Name	Table
Human Resources	Brian Bailey	25
Human Resources	Louise Kearney	15
Human Resources	Stacey Hawkins	25
Information Technology	Jim Duketow	18
Insurance	Kate Della Mora	1
Investment Banking	Mike McKenna	4
Law	Eric Davis	23
Marketing: Consumer Goods	Stacey Biggar	27
Marketing: Entrepreneurship	Sourov De	28
Marketing: Financial Services	Arsenio Bonifacio	26
Marketing: Sports	Nicole Lee	29
Market Research	Melicent Lavers	30
Media Relations	Miranda MacDonald	12
Not-for-Profit	Siobhan Bhagwat	9
Not-for-Profit	Louise Kearney	15
Not-for-Profit	Jan Varner	8
Occupational Therapy	Sherry Rock	17
Public Relations	Miranda MacDonald	12
Publishing	Kenneth Tam	13
Real Estate	Lee Quaile	24
Sales: Consumer Goods	Melissa Millar	7
Sales: Financial Services	Daryl Faulkner	2
Sales: Financial Services	William Rogers	2
Sales: Information Technology	Alim Maherali	5
Sales: Real Estate	Lee Quaile	24
Sales: Telecommunications	Stephen Maynard	6
Social Work	Stacey Campbell	16
Social Work	Susan Haller	16
Toxicology	Joel Nichols	19

Table 1—Insurance

Kate Della Mora, Professional Liability Underwriter Travelers

Major: Business

Number of Years in Industry: 3+

Kate started working at Travelers Guarantee Company of Canada in 2005. She participated in a Commercial Insurance Training program, where she had 6 months of comprehensive training in each of the 3 areas: FPS Underwriting (Financial & Professional Services), Commercial Claims, Commercial P&C Underwriting. She then began her permanent position as an underwriter in the FPS department. She is now a Professional Liability (E&O) Underwriter. Some of her responsibilities include: determine pricing, policy limits and appropriate wordings based on a detailed underwriting analysis; prepare reports for file and management review, including thorough financial and operational analysis; negotiate and clearly express issues/concepts in discussions with insurance brokers, lawyers, management and other parties; establish, build and maintain business relationships with brokers and associates across Ontario. Kate obtained her CIP (Chartered Insurance Professional) designation in 2008 and is currently working towards her RPLU (Registered Professional Liability Underwriter) designation.

Table 2—Sales: Financial Services

Daryl Faulkner, Financial Advisor Sun Life Financial

Major: Political Science

Extracurriculars: Foot Patrol, Legal Resources

Number of Years in Industry: 1

Shortly after graduating from Laurier, Daryl began working for Sun Life Financial as an Advisor. In just over six months he has earned his quick start (new recruit sales recognition) and also qualified for Sun Life's summer sales campaign. Daryl is currently working with a block of over 150 clients in which he handles their life and health insurance needs. Designations: LLQP (Life Licence), IFIC (Mutual Funds Licence).

Table 2—Sales: Financial Services

William Rogers, Sales Manager **Sun Life Financial**

Major: History

Number of Years in Industry: 2

After graduating from Laurier, William moved into a Retail Management role with Staples. He then accepted a position with one of the top salon/spas in the Kitchener-Waterloo area, Voila Salon and Spa. After one year, he was pursued by Sun Life Financial where he started as an Advisor. William accrued 300 clients within eight months at which point he accepted a Sales Manager role within the Financial Centre. His current responsibilities include recruitment and training. His designations include LLQP (Life Licence), IFIC (Mutual Fund Investment Licence) and Branch Managers IFIC.

Table 3—Financial Services

Marc Henein, Wealth Advisor **ScotiaMcLeod**

Major: Political Science

Extracurriculars: Icebreaker, Board of Directors for WLUSP,
Writer for the Cord

Number of Years in Industry: 5

Marc began in the industry in the summer of 2001 after his first year. He worked for a Branch Manager of ScotiaMcLeod to get an idea of the industry. During fourth year he began taking the industry courses and applied for the position of Financial Advisor. He was hired and began working July 2004. Other accreditations Marc has received above the industry requirements include: his insurance licence, Financial Management Advisor designation and Certified Financial Planner designation. The staff at ScotiaMcLeod works with individuals and corporations and helps them manage and grow their wealth. They also help their clients by providing expertise in: financial planning, succession planning, estate planning and retirement planning.

Table 3—Financial Services

Marc Richardson, Senior Wealth Advisor
ScotiaMcLeod

Major: Economics

Extracurriculars: Hockey

Number of Years in Industry: 12

Marc graduated from Laurier in 1995 majoring in Economics and Finance, with an Accounting Diploma. He worked at Scotiabank from 1996 - 1998 and has been working with ScotiaMcLeod since 1998. He completed the Certified Financial Planning Designation (CFP), in addition to industry requirements (CSC, CPH, and Insurance Licence).

Table 4—Investment Banking

Mike McKenna, Associate Director, Investment Banking
Scotia Capital

Major: Kinesiology

Extracurriculars: Sports Info, Cord Sports Editor, Residence Don, O Week

Number of Years in Industry: 3+

Mike worked for four years in the sports business: one year with AFC Ajax and three years in Toronto as Event Director for Vanier. He worked with professional and Olympic athletes and conducted sports marketing for companies and events (e.g., World Cycling 2003). Mike then completed his MBA at the Richard Ivey School of Business in 2005 and joined Scotia Capital, working primarily in mergers and acquisitions in the media and telecom sector. He has advised various clients on upwards of \$15 billion in transactions since 2005.

Table 5—Sales, Consulting, Entrepreneurship

Alim Maherali, President

ACI

Major: Business / Mathematics

Extracurriculars: Student Alumni Association, Laurier Ismaili Students Association, Rugby, Launchpad, Students Offering Support

Number of Years in Industry: 4

Alim worked closely with Laurier and the University of Waterloo to help form the BMath/BBA double degree program. After becoming the first person ever to graduate from this program, Alim went on to work in sales with Desire2Learn, a leader in eLearning. Currently, he works with small and medium-sized companies to help develop sales strategies as a part of the consulting company he founded.

Table 6—Sales: Telecommunications

Stephen Maynard, Director of Sales and Founder

Recite Conferencing

Major: Economics

Extracurriculars: Icebreaker, Fashion 'n Motion, Winter Carnival, UBG

Number of Years in Industry: 6

When starting his career, Stephen aligned himself with large organizations to build his résumé. A mentor encouraged him to move from a purchasing role to a sales position within Nortel as he was displaying natural ability. Stephen then obtained a sales position with a small start up company in the conferencing industry (telephone, video and web conferring). He is now with his third start up company and has moved back in the conferencing industry as a founder of Recite Conferencing. His role as Director of Sales is heavily focused on training and supporting the sales team, acquiring new customers and planning the strategic direction of the company. Stephen has also completed multiple sales and management courses and a number of industry-specific technical certifications to become the company specialist in certain fields.

Table 7—Sales: Consumer Goods

Melissa Millar, Foodservice Territory Manager
Pepsico

Major: Business

Extracurriculars: Women's Fastball, BACCHUS, Intramurals (slo-pitch, co-ed volleyball), O Week, Student Services

Number of Years in Industry: 1

The role of territory manager (TM) gives Melissa the responsibility of a specific geographic territory (North GTA). Within this territory, her focus is on all Pepsico customers in the foodservice industry. As a TM, Melissa is required to harvest relationships with current Pepsico customers, build and grow relationships with new customers, in addition to winning new business for the organization. Customers include quick service restaurants (e.g., Pizza Pizza), full service restaurants (e.g., The Keg), contract feeders (e.g., Aramark), hotels and resorts, and vend operators, to name a few. The major brands that Melissa represents include Frito Lay, Pepsi, Quaker, Tropicana and Gatorade.

Table 8—Not-for-Profit, Entrepreneurship, Education

Jan Varner, Chief Executive Officer
United Way of Kitchener Waterloo and Area

Major: Business

Extracurriculars: Basketball

Number of Years in Industry: 25+

Jan earned both her BBA and MBA from Laurier and is currently taking Educational Administration Doctorate courses at OISE/UT. She has taught at the undergraduate and MBA levels for over 12 years at Laurier, and worked in the private sector, education and non-profit areas. Jan is also an entrepreneur as well with her own training and development business.

Table 9—Event Planning, Not-for-Profit

Siobhan Bhagwat, Fund Development Officer
The Kidney Foundation of Canada

Major: Communication Studies and English

Extracurriculars: WLUSP, LOCUS

Number of Years in Industry: 2+

Siobhan is responsible for co-ordinating the Foundation's signature events and achieving its revenue targets. This entails recruiting, training and managing a large number of volunteers who assist with signature events. In addition to signature events, Siobhan works with the volunteers to build and enhance special events.

Table 10—Event Planning, Entrepreneurship

Allan Cayenne, Co-CEO
Scallan Events, Inc.

Major: Kinesiology

Extracurriculars: Varsity Rugby, VP: Student Activities and President of WLUSU

Number of Years in Industry: 2

Allan's experience in event planning began as a volunteer in the Students' Union at Laurier. He learned a lot more about the formal aspects of event planning as the VP: Student Activities. As the President of the Students' Union, he began designing team building activities as well as planning meetings and retreats. He learned a great deal about how to run a company. Currently Allan is the Co-CEO of Scallan Events Inc., a Waterloo-based event planning company. His responsibilities include the planning and execution of a multitude of different events, such as team building seminars, conference activities and social functions. He is also responsible for managing the day-to-day duties of running an event planning company.

Table 11—Event Planning, Health

**Amy Ballantyne, Event Specialist—Critical Pathfinders/Scavenger Hunt
Anywhere and Independent Associate—USANA Health Sciences**

Major: Kinesiology

Extracurriculars: Cheerleading team, Residence Don, Sports Information, Athletic Therapy Team Trainer

Number of Years in Industry: 2+

Following university, Amy worked at McMaster University in Residence Life, then at Laurier Brantford as the Assistant Co-ordinator of Recreation and Programs. In her current position with Critical Pathfinders/Scavenger Hunt Anywhere, her job responsibilities include: planning details and logistics for all events globally; sourcing, hiring, and training staff; program design and facilitation. In 2008, Amy started her own part-time business with USANA Health Sciences. Having an entrepreneurial spirit, she was attracted to this opportunity and the chance to make use of her Kinesiology degree in a different way and most importantly, to improve the health of her own family.

Table 11—Event Planning

**Kari Zehr, Corporate Events Manager
Research in Motion**

Major: Communication Studies

Extracurriculars: Foot Patrol, Hiring Committee, O Week, Worked at the Hawk Desk and Pool

Number of Years in Industry: 3

Kari specializes in Event Management and has over three years of experience. She has a background in both communications and events and is currently working at Research In Motion here in Waterloo. Kari is part of a team of six that plans and executes over 300 events each year for RIM. Prior to entering the world of BlackBerries, Kari worked at Maplesoft as a Marketing and Communications Assistant; there she was responsible for newsletters, webcasts and some small events.

Table 12—Media/Public Relations

Miranda MacDonald, Media Relations Specialist Nortel

Major: Communication Studies and English

Extracurriculars: WLUSP (Cord and Keystone)

Number of Years in Industry: 3

Beginning in high school, Miranda worked as a reporter/photographer at her hometown weekly newspaper. Her Laurier co-op placement took place at RIM as a Technical Writer. She eventually moved into a role as a Program Specialist, which turned into a full-time job when Miranda graduated, and provided her with a great foundation for gaining relevant work experience. Miranda has been in her current role at Nortel since January 2007. With the company recently filing for bankruptcy protection, it has been extremely challenging to try and shape the messages portrayed in the media. From damage control to reputation repair to daily crisis and change management, Miranda has been able to gain the experience of a much more seasoned PR person in just over 2 years at Nortel. She works with the product marketing team to uncover story ideas, write press releases on positive news and pitch story ideas to the media. She also creates PR plans for new campaigns and tradeshows that happen several times a year.

Table 13—Communications, Education

Michael Pereira, Technical Editor Research in Motion

Major: English

Extracurriculars: Tutorial Services, WCI Link

Number of Years in Industry: 1

After completing his degree at Laurier, Michael pursued a Masters in Popular Culture at Brock University, where he also held a position as a Teaching Assistant. While completing his M.A. thesis, he worked as an instructor with the New Haven Learning Centre for children with autism. His responsibilities included working one-to-one with the children, collecting and analyzing data pertaining to skill acquisition and behaviour reduction, and developing feedback reports for parental review. Recently, Michael accepted a position with Research In Motion as a Technical Editor. Working with the Content Development team in Education Services, his responsibilities include reviewing documentation for grammar and structure, implementing comments from legal review, and assisting in the development of document guidelines.

Table 13—Communications, Publishing

**Kenneth Tam, Partner—Iceberg Publishing and
Communications Consultant—Peter Braid, MP for KW**

Major: History (B.A.), International History (M.A.)

Extracurriculars: employed as Student Leader in department of Athletics

Number of Years in Industry: 6

Kenneth is involved in two different career fields. As a partner in Iceberg Publishing, an award-winning publishing house that he helped launch in 2002, he oversees writing, design, publishing, marketing and business matters. In the last year, Kenneth has also joined the staff of Peter Braid, the Member of Parliament for Kitchener–Waterloo. In this capacity he advises on communications and media strategy, writes remarks, press releases, and other pieces, and designs ads and marketing materials. Kenneth’s previous experience includes a one-year Balsillie Fellowship at the Centre for International Governance Innovation in Waterloo, where he worked for Paul Heinbecker, Canada’s former ambassador and permanent representative to the UN.

Table 14—Education

**Holly Chester, Secondary School Teacher
Waterloo Region District School Board**

Major: Anthropology and English

Extracurriculars: Basketball, Volleyball, Powderpuff Football

Number of Years in Industry: 3

Holly obtained her B.Ed. from the University of Ottawa. Her current responsibilities include: planning engaging and challenging units and lessons that meet the Ministry of Education Ontario Curriculum; helping students individually to understand concepts and to improve academic ability; collaborating with staff members in planning and attending professional development seminars to improve teaching practice; assuming a leadership role within the school community through participation in coaching, committees, student clubs, assemblies; being accountable to the Vice Principal and parents.

Table 15—Education, HR, Not-for-Profit

**Louise Kearney, Facilitator, Learning & Development
University of Guelph**

Major: History (with Business Administration option)

Extracurriculars: LSFL, Hawk Squad, History Club

Number of Years in Industry: 5-10

After completing her M.A. in History, Louise joined a start-up non-profit organization where she worked for seven years. During that time she held several positions in the organization, culminating in Director of an online Learning Centre where the team she directed was responsible for all web and communication material, designing e-learning and tele-learning opportunities, developing national communities of practice, and designing and facilitating national conferences. Louise's current position of Learning & Development Facilitator in the Human Resources Department of the University of Guelph allows her to focus on designing and delivering effective learning opportunities for staff and faculty. Her responsibilities include her unit's web and communication initiatives, designing and facilitating learning programs for employee and faculty groups, and planning conferences and special events.

Table 16—Counselling, Social Work

**Stacey Campbell, Career Consultant
Wilfrid Laurier University**

Major: Psychology

Extracurriculars: Icebreaker, Student Alumni Association (now known as LSA), Waterbuffaloes

Number of Years in Industry: 9

Stacey earned her M.Sc. Couple and Family Therapy in 2003. She served as a CFT from 2000 - 2005 coaching families and individuals on areas including depression, domestic violence, self-esteem, post traumatic stress, career transition, grief/loss, caregiver burnout and counselling individuals with terminal illness. Through this position she realized she had a fondness for assisting people with career discovery, as it is through our daily work that we cultivate our sense of self, happiness and pride. Work is a big part of life! This job led Stacey to a position working with the Arts & Science co-op program at Laurier and subsequently Career Consulting in the Career Centre.

Table 16—Social Work, Health

Susan Haller, Social Work Professional Leader Community Rehab

Major: Social Work

Number of Years in Industry: 9

Susan completed her undergraduate degree at the University of Waterloo in Honours Recreation (co-op) in 1978 and worked in the field of therapeutic recreation. She later returned to school at Laurier in 1998 to complete a Master of Social Work in 2000. Since that time she has been employed by Community Rehab, first as a social work therapist, and then as professional lead for two social work teams. Susan's areas of expertise are specialized geriatric services and elder abuse. She continues to update her knowledge through professional education opportunities.

Table 17—Occupational Therapy, Health

Sherry Rock, Occupational Therapist

Major: Kinesiology & Physical Education

Number of Years in Industry: 6

After graduating from Laurier, Sherry pursued her 2-year clinical Masters degree in Occupational Therapy at the University of Western Ontario. She has worked in Outpatient NeuroRehabilitation for the past 6 years. In her role, she works with people who have a neurological condition to assist them to become as independent as possible to perform tasks they need or want to do at home and in the community.

Table 18—Information Technology

Jim Duketow, Reporting Analyst
Wilfrid Laurier University

Major: Computer Science

Extracurriculars: Intramural Soccer, Physcomp Club, CCO
Laurier

Number of Years in Industry: 9

Jim's certifications include A+ Computer Technician, Cognos and Impromptu. He owns a computer business, Homeworld Computing. Jim's previous experience includes working at Chubb Security as a Service Technician, Waterloo Networks as a Computer Service Manager and at Laurier as a Systems Support Co-ordinator.

Table 19—Environmental, Toxicology

Joel Nichols, Risk Assessment Specialist/Aquatic Toxicologist
GlobalTox International Consultants, Inc.

Major: Biology

Number of Years in Industry: 5

Joel currently works for GlobalTox International Consultants Inc., a privately owned international corporation providing services in product testing and registration, human and environmental toxicology, and risk assessment for private sector clients and regulatory bodies. Joel completed an M.Sc. from the University of Waterloo in 2003 specializing in this field, and is a certified partner of the Ontario Benthos Biomonitoring Network. In his current role, he prepares both human health and ecological risk assessments, conducts aquatic biomonitoring studies, provides technical support in peer reviews of aquatic studies, and assists in the writing of comprehensive technical proposals. Joel began his Laurier career in the business program, only to realize after his first year that it was not the appropriate career path for him. Following his interests in the natural sciences, he transferred to biology where he felt more engaged in his studies. Joel is a testament to the fact that career paths are not discovered simply by sitting in the classroom. Instead, Joel attended numerous seminars and conferences that allowed for great networking. He also made a strong effort to talk to professors who offered a lot of useful information about the multiple fields of employment for biology graduates.

Table 20—Environmental

Nathan Badger, GIS Manager

Stantec Consulting Inc.

Major: Geography (B.A.), Environmental Studies (M.E.S.)

Extracurriculars: Geography Club

Number of Years in Industry: 10

Over the past 10 years, Nathan has focused his career in Geographic Information Systems (GIS) and Spatial Technologies. He has worked for 360networks, where he developed a GIS to track global fiber optic networks. He then moved to Los Angeles where he applied his GIS skills in the real estate industry. Later he worked in Denver and Calgary for Intermap Technologies Inc., where he provided engineering support for GIS and IFSAR radar imagery technologies. Most recently, Nathan has applied his GIS skills in the environmental field at several companies where he oversaw the operations and business development of GIS technologies for applications in wind energy, hydro dams, transmission corridors, environmental assessments and additional environmental projects. He currently works at Stantec's Guelph office where he manages the Ontario GIS operations for the Environmental Management division.

Table 21—Consulting

Karen Passmore, Lead Consultant

Torque Customer Strategy

Major: Business

Extracurriculars: PRISM, CSAC, LINK, Laurier Ambassador

Number of Years in Industry: 2+

Following a co-op term with both the Schlegel Centre for Entrepreneurship and RIM, Karen took a position as an associate at a small tactical consulting shop in Toronto. Signing a full-time offer during her co-op term, she returned upon graduation from the BBA program in 2006 for full-time employment as an associate consultant. In 2007, she joined three of her mentors in the creation of Torque, a boutique marketing consulting firm focused on customer strategy and customer experience. Karen is now a lead consultant, directly leading large consulting engagements with companies such as RIM, Rogers, Cisco, and Royal LePage. In this role, she is charged with managing both clients and internal project teams, as well as interacting with her client's current and prospective customers to hunt for insights and develop both strategic and tactical recommendations.

Table 22—Accounting

Scott Ballantyne, Chartered Accountant
Ernst & Young LLP

Major: Business

Extracurriculars: Varsity Baseball Player, TA for BU111, BU121, Hawk Desk Staff

Number of Years in Industry: 6

Scott was a co-op student and completed all three work terms with EY. He started full-time after he graduated and has progressed from a staff accountant, to a senior staff accountant to a manager in the assurance practice in the Kitchener office. He successfully passed the UFE in 2004 and is a Chartered Accountant. His current job responsibilities include leading teams to complete assurance engagements for his clients. His clients include both financial services companies and high-tech companies. He helps to co-ordinate audit efforts in order for his firm to provide an opinion on the financial statements for these companies.

Table 23—Law

Eric Davis, Lawyer
White, Duncan, Linton LLP

Major: Political Science and History

Extracurriculars: Chair of the WLUSU Board of Directors, WLU Senator

Number of Years in Industry: 4

After graduating from Laurier, Eric attended the University of Ottawa from 2002-2005, where he obtained his law degree. During the summer of 2005, Eric successfully completed the Bar Admissions Course and then spent 10 months articling at White, Duncan, Linton LLP in Waterloo. In July 2006, he was called to the Bar and has been practicing law ever since. His work now mostly consists of Municipal and Planning Law matters.

Table 24—Sales, Real Estate

Lee Quaile, Sales Representative
Coldwell Banker Peter Benninger Realty

Major: Mathematics

Extracurriculars: Intramural Sports

Number of Years in Industry: 1.5

In his first year at Laurier, Lee's 2nd place finish in the National Stock Market Competition sparked his entrepreneurial spirit and hence his beginning in Real Estate. After first year, with the help of his parents, he purchased and managed a student house. After second year, he partnered with a friend and fellow Laurier grad to start a Currency Trading business. The spirit was further developed when Lee spent more time writing business plans for the banks than he did doing math homework. That led Lee to realize that Real Estate agents had the pulse on houses that were available and the information that could potentially lead him to his next investment—he considers himself half-salesman, half-investor. Lee now educates and helps others find their dream home or their next investment property.

Table 25—Human Resources

Brian Bailey, HR Administrator
Wilfrid Laurier University

Major: Political Science

Extracurriculars: Foot Patrol, Yogen Fruz employee

Number of Years in Industry: 4

After completing his B.A. at Laurier, Brian entered into the field of financial services sales. While this proved educational, it was not where he saw his career heading. He began working in the Billing Department of a trucking company. From there he went back to school part-time to complete his Human Resources Certificate as this was a field that had interested him prior to completing his B.A. Then an HR position in his company opened up and he moved into it. This provided Brian with further exposure to the field. Then he was given the opportunity to return to Laurier to work in the HR Department. It has been great to be back on campus and working in a field that he thoroughly enjoys. Brian is continuing his education part-time and anticipates completing his HR Certificate within the next two years.

Table 25—Human Resources

Stacey Hawkins, HR Generalist
Wilfrid Laurier University

Major: Business

Number of Years in Industry: 5

While Stacey was completing her BBA at Laurier, she was a summer student for three years at Grand River Conservation Authority (GRCA) in the accounting department. After completing her degree, she enrolled in the post-graduate human resources program at Conestoga College, which she completed in a year and a half. She was offered an HR Assistant maternity leave replacement position at the GRCA. Then she was offered a job at Laurier as an HR Assistant. Within the first year at Laurier, the role grew into HR/Benefits Administrator. Stacey is currently in the role of HR Generalist. She has also earned her Canadian Human Resources Professional (CHRP) designation and is a member of Human Resources Professional Association of Ontario (HRPAO).

Table 26—Marketing: Financial Services

Arsenio (Archie) Bonifacio, Director, Marketing
Edward Jones

Major: Business (MBA)

Number of Years in Industry: 13

Arsenio began his career at Edward Jones in 1997 as a Product Specialist. He launched new client products ranging from credit cards to RRSP loans. Prior to joining Edward Jones, Arsenio held sales positions with a major Canadian bank and an information services start-up. Arsenio graduated from Laurier's part-time MBA program in 2002. After graduating, Arsenio was asked to lead the marketing efforts for Edward Jones in Canada. From October 2005 through February 2007, Arsenio assumed additional responsibility for marketing in the United Kingdom. He then turned his focus back to leading Canada's advertising, public relations and new business development programs. His key responsibilities include Brand Management, Recruitment Marketing and Investor Education. Arsenio balances his career and family commitments with many volunteering projects in his community.

Table 27—Marketing: Consumer Goods

Stacey Biggar, Assistant Brand Manager
Parmalat Canada

Major: Business

Extracurriculars: WLUSU, Senate, Culinary Arts Club, Powder-puff Football, DEX/XLerate, Kidney Foundation of Canada

Number of Years in Industry: 2

After graduation, Stacey began work in the Marketing department at Parmalat as an administrator. Hard work and high levels of results helped her earn a promotion to Assistant Brand Manager in the first year. In her current role, her primary duties include: project management for packaging changes and consumer promotions, managing the design of print and flyer ads, communicating promotions to the sales team, pulling market share reports from grocery store scan data, running sampling programs, helping develop new products, working with advertising agencies to create exciting programs and promotions. Stacey also earned her Culinary Arts - Chef Training from George Brown College.

Table 28: Entrepreneurship

Ryan Burgio
The Stryve Group

No profile available.

Table 28: Marketing, Entrepreneurship

Sourov De, Co-Founder

The Stryve Group

Major: Business

Extracurriculars: LaunchPad50K Finalist, Ignition Pitch Winner, O Week Executive, The LINK

Number of Years in Industry: 4

Sourov's past experience includes work in sales, marketing, brand management, accounting and entrepreneurship. Sourov has worked with: Unilever Canada - Assistant Brand Manager; Granet Publishing - Business Development Manager; Sandvine Incorporated - Marketing and Communications; PricewaterhouseCoopers - Audit and Financial Advisory Services. Along with one of his business associates, Sourov recently formed a company, The Stryve Group, which specializes in client-based project work in sales, marketing and business development initiatives.

Table 29—Marketing: Sports

Nicole Lee, Account Executive, Corporate Marketing

National Hockey League

Major: Kinesiology

Extracurriculars: Women's Rugby Team, Cross Country Team, Fashion 'n Motion, Kin Council, Laurier Dance, WAA

Number of Years in Industry: 4

After completing her MBA and Masters of Sports Administration at Ohio University, Nicole moved to Florida to accept a position in Alliance Development (Sales & Marketing) with The Walt Disney Company. Her primary focus was on their Sports properties with heavy emphasis on the Funai Classic (PGA event). From there, she became the Sales & Marketing Manager for Anheuser-Busch and their Michelob ULTRA Open, LPGA Tour event. After three rewarding years, she was thrilled with the opportunity to move back home to Canada to work in hockey. In Nicole's current role, she assists corporate partners with their league activations/promotions in market and within NHL Events. As Nicole continues to focus on advancing her career within the sports industry, she is thankful for her experiences and lessons learned during her days at Laurier.

Table 30: Market Research

Melicent Lavers, Vice-President, Reports & Consulting Millennium Research Group

Major: Business

Extracurriculars: Residence Council, Fashion 'n Motion, SBE Club, Marketing Club, Intramural Sports

Number of Years in Industry: 7

Melicent's career started with her first co-op at Laurier, which involved conducting market research on health-related topics for an insurance consulting firm. After graduation, she used the services of the Career Centre at Laurier, leading her to Millennium Research Group, which had only 30 employees when she started in 2003 as a Market Research Analyst. It has since grown to over 120 employees and, as a result of her contribution to that growth, Melicent has since been promoted to Vice-President of Reports & Consulting. Her current role involves production planning, staff development and mentoring, driving product and process improvements, meeting and exceeding customer expectations, and driving revenue and profitability growth for her department, MRG as a whole, and DRI (Decision Resources, Inc).

Thank you for attending!

Alumni Sharing Knowledge (ASK)

The ASK program, offered jointly by **Alumni Relations** and the **Career Development Centre**, allows students to connect with Laurier alumni and learn first-hand about the careers they have successfully pursued.

ASK is a database of over **500 Laurier alumni** who have offered to provide information to you about their occupations and organizations.

Visit www.wlu.ca/career for more information!

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BACKPACK **2** BRIEFCASE

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