



CMA Branding Conference Speakers

Keynote Speakers



Ira Matathia

Managing Partner, NoFormula

Ira's reputation as a marketer stems from a distinguished career of more than 25 years in agency management.

Ira began his career working on the Procter & Gamble business at Grey Advertising and became the youngest Management Supervisor in the agency's history. He joined Chiat/Day's fledgling New York office in 1984. In 1990 he became President of Chiat/Day's Canadian operation. In three years he more than doubled the billings of the office and saw it named Strategy magazine's Agency of the Year in 1991 and 1992.

Ira returned to New York as president of Chiat/Day in 1994. During his tenure as President, Ira also helped realize Jay Chiat's vision of the "virtual office," transitioning the agency to this revolutionary work style in 1995. He then managed the physical merger of TBWA and Chiat/Day, including the integration of the former to the virtual environment. Ira co-founded The Department of the Future (DOF) at Chiat/Day, with noted futurist Marian Salzman.

In 1996 Ira became Chairman of TBWA Italia. He also assumed operating responsibility for the DOF that relocated to Amsterdam. By the end of 1996, he assumed full-time tenure as CEO of the DOF, splitting his time between the European base and establishing a North American presence. In addition to providing a powerful weapon for agency new business, the group was instrumental in generating a significant press profile for the agency's new thinking style regarding trends, change, and consumer behavior. Their book, *Next: Trends for the Near Future*, has been published in 14 different versions and nine languages.

In 1997 the DOF group moved to Young & Rubicam, where they operated under the names of Brand Futures Group and The Intelligence Factory, providing a range of actionable intelligence for global marketers, both with published products and bespoke consulting services.

In 2000, the group relocated again, to Euro RSCG Worldwide, and operated under the name S.T.A.R (Strategic Trendspotting and Research). The group was responsible for coordination of global strategy, including the pioneering study on the Prosumer, global citizens, empowered by the Internet age, to be more proactive and empowered in their relationship to products and brands they connect to.

Their book Buzz was published by Wiley/Adweek in April, 2003. The book launch was an object lesson on the power of buzz, and was the prime mover behind the global phenomena of metrosexuality. The book gave rise to a business unit—Buzz@eurorscg, responsible for buzz marketing programs for Polaroid, Evian, Lean Cuisine, Select Comfort, and Mount Gay Rum. The agency was named among the “Top Ten Non Traditional Campaigns” by Ad Age in 2004 for Polaroid, and won multiple Silver Anvils from the Public Relations Society of America. It also resulted in another book, The Future of Men, published globally in the fall of 2005.

The group disbanded at the start of 2006, and Ira re-kindled his interest in entrepreneurial enterprises, first joining the US start-up of the Canadian agency, TAXI, where he served as Development/Integrated Strategy Director. In April 2006, he joined a group of former colleagues from Euro RSCG, to form the US operation of NoFormula, a strategic brand consultancy, with presence in London and New York.

His latest collaboration with Marian Salzman, Next Now, published by Palgrave appeared on January 1, 2007, marking the 10th anniversary of the original Next.



Geoff Ramsey

Co-founder, CEO, eMarketer

Geoff Ramsey is one of the Internet’s most exciting digital marketing visionaries. As CEO and co-founder of New York-based eMarketer, Mr. Ramsey is on the cutting edge of new research statistics, trends and best practices covering every aspect of the Internet, e-business and online marketing. He is frequently quoted by the business and trade press, including *The Wall Street Journal*, *Forbes*, *Fortune*, *BusinessWeek*, *CNN*, *Business 2.0* and *Advertising Age*, and has appeared as a commentator on radio and television programs across the country. He is a dynamic and highly regarded industry speaker, keynoting at major industry conferences, such as ad:tech, Interactive Advertising Bureau (IAB), The Conference Board, Digital Marketing Expo, Online Media, Marketing and Advertising Conference (OMMA) and Direct Marketing Association (DMA). Mr. Ramsey spent the first 17 years of his career in advertising, working at New York advertising agencies TBWA, NW Ayer & Partners and Ogilvy & Mather for multinational firms such as Procter & Gamble, Kraft General Foods, M&M Mars and AT&T.

Rick White

Vice-President, Brand and Marketing Management, Scotiabank

Rick White is Vice-President of Brand and Marketing. With twelve years overseeing marketing at Scotiabank, Rick has concentrated on building a strong Scotiabank brand. He has spearheaded Scotiabank’s approach to television advertising which combines humour and consumer insights to deliver engaging messages.

Scotiabank's brand platform 'You're Richer Than You Think' has been developed and rolled out by Rick's team to differentiate the Bank by showing Canadians how they can find the money in their lives so that they can get ahead financially. Over the last three years, sponsorships – both philanthropic and commercial, have been a key priority of Scotiabank. Several new sponsorship programs have been introduced during that time – notably the major sponsorship of the Ottawa Senators and naming of Scotiabank Place, the Scotiabank CFL Championship Finals, the Scotiabank Giller Prize, The Scotiabank Waterfront Marathon (now Canada's largest) in Toronto and the Scotiabank Nuit Blanche. Rick's department also manages LAMP, Applause and MAAG. Rick brought the most recent Cineplex partnership to Scotiabank and it is expected that Scene will become a foundational program to reach Canadian youth.

Rick has extensive experience in the financial services sector, including marketing positions at Royal Trust and Bank of Montreal. He also spent eight years running his own marketing firm.

Rick is a graduate of McGill University, majoring in Psychology and has a post graduate degree in Communications from Concordia. He has three adult children, a grandchild and he and his wife are avid sailors.

Other Speakers

Andrew Bridge

Director, Brand and Communications, Virgin Mobile Canada

Andrew joined Virgin in January 2005 and is charged with building the Virgin Mobile brand in Canada. He is responsible for strategic direction, marketing communications, and development of product innovation, services and promotion, ultimately supporting customer growth, retention and ongoing revenue for Virgin Mobile.

Though he's a newbie to the telecom industry, Andrew brings over 10 years of global marketing experience to Virgin Mobile. He joined the company from Diageo, where he worked in various marketing roles, most recently as Global Marketing Director for the Smirnoff brand. Prior to Diageo, Andrew worked in various marketing roles at Cadbury Schweppes in the US and Canada.

Andrew truly believes that only Virgin Mobile can deliver 'real' change to the world's mobile market. He comments "At Virgin Mobile we want to turn the mobile market from a minefield into a consumer playground and keep things simple, fun and great value for the customer".

Patricia McQuillan

President & Founder, Brand Matters®

Patricia McQuillan founded Brand Matters ® in 2000 following 12 successful years in brand management including RBC, TD Waterhouse and Kraft General Foods. Brand Matters is a leading brand consulting firm based in Toronto with a specialization in Business to Business (B2B) brand optimization and internal branding (employee alignment). Brand Matters' consultants offer a range of brand strategy development, competitive intelligence and market research techniques, emphasized by strong analytical skills.

Brand Matters was recently recognized by the City of Toronto as a Business Leader.

Patricia's experience includes an MBA in Marketing and Finance from Queen's University, the Canadian Securities Course and Partner, Director Officer qualifications. As Vice-President of Marketing, RBC Dominion Securities, Patricia increased business assets 55%. Prior to RBC, as VP Marketing, TD Waterhouse, she directed the marketing launch of the first on-line brokerage and introduced a consumer-based marketing skill-set that resulted in a brand awareness increase from 64% to 79%. Earlier in her career, she led successive business turnarounds over a 6-year period as a Senior Brand Manager at Kraft General Foods.

Patricia currently serves as a Director on two boards: the American Marketing Association (AMA) and the MS Society. She is also a Council member of the Canadian Marketing Association (CMA) Branding and Strategic Planning Council.

Jeannette Hanna

Senior Vice-President, Cundari SFP

Jeannette Hanna is one of the founders of Cundari SFP (formerly Spencer Francey Peters), which has been at the forefront of communications design and brand management innovation in Canada since 1977. In her role as lead strategist, Jeannette tackles communication and brand development for Cundari SFP's diverse clientele including such notables as Four Seasons Hotels and Resorts, Scotiabank, Critical Path and Canada Post as well as numerous hospitals and educational institutions.

Hanna's tourism-related experience includes strategic work with the travel technology giant, Galileo; Cendant; Downtown DC BID; Toronto Waterfront Revitalization Corporation and numerous cultural institutions including Canada's Royal Ontario Museum. In addition to her client work, Jeannette frequently writes and lectures on the new realities of brand management. She's the author of Cundari SFP's 25th anniversary book *Connect the Dots*. Jeannette has also been a guest lecturer at a number of North American business schools and brand conferences and also serves as an advisor to George Brown College's Design Management Program and the Canadian Marketing Association's Brand Council.

Jeannette currently serves on the Boards of Wellspring, a national cancer support organization; Coloroot, the color knowledge portal; and the Design Management Institute, based in Boston.

Nina MacLaverty

Retail Consultant and New Business Development, St. Joseph Content

Nina spent over 35 years in the retail industry at Sears in a variety of functions, Sales Management, Inventory Control, Training, Buying and Marketing. Her extensive merchandising background, which includes women's & men's fashions, jewelry, hardware, and Vice-President of the Home and Hardlines group has given her a deep understanding of consumers and the retail and catalogue business.

For over 20 years, Nina has been involved in the marketing and advertising function. Her marketing experience includes category marketing management, corporate promotional program management and brand advertising strategy. She was responsible for corporate brand advertising, retail and catalogue advertising and in-store marketing. As Group Vice-President Consumer Marketing, Nina was also responsible for leading the cross functional Group Vice-President team with respect to marketing strategy development.

Currently, Nina works as a part of the St Joseph Communications Advisory Board, providing retail expertise and strategy leadership for New Business Development.

In addition to her St Joseph Communication responsibilities, Nina serves as a member of CMA's Branding and Strategic Planning Council.

Nina lives in Toronto, is married, has a son, a grandson and enjoys traveling, walking, running and weekendng at her cottage in Haliburton.

Mary Newman

Founding Partner, Brand 360° Strategies Inc.

- Mary Newman is the founder and principle leader of Brand 360°.
- An expert in Brand Strategy, Positioning, Architecture, Communications, Brand Experience Creation and Brand Identity.
- Experience in assessing brands and creating brand strategy across a broad range of industries : Entertainment, Not for Profit, QSR, Fashion and Home Furnishing, Financial Services, Travel, Health Care, Food, Beverages, HABA and OTC.
- She is a skilled Moderator and Strategy Facilitation Leader with a depth of experience in uncovering emotional drivers through the use of archetypes, metaphor, storytelling, image analysis and other projective techniques.
- Classic CPG brand management upbringing; Johnson & Johnson and Nestle.
- Expert brand strategist, she is formerly the Executive Director Brand Strategy, Futurebrand, and held senior brand leadership roles with Clarica and CIBC.
- Instructor – Integrated Brand Strategy, CMA
- Advisory Council – Brand and Strategy, CMA
- MBA, University of Toronto
- HBBA, Marketing & Psychology, WLU
- CMRP, Certified Marketing Research Professional, MRIA

Christopher Vollmer

Vice-President and Partner, Global Consumer and Media Practice, Booz Allen Hamilton

Christopher Vollmer is a Vice-President and Partner in Booz Allen Hamilton's Global Consumer and Media Practice, based in New York. He focuses on growth and portfolio strategy as well as advertising and consumer marketing in the media, entertainment, and consumer products industries.

Since joining Booz Allen's Media Practice in 1995, Christopher has worked with the senior management of many of the leading global media, entertainment and consumer goods companies to develop innovative strategies for growth, improve operating performance and profitability, and re-design organization structures. His clients span a wide range of businesses that include: television, music, film, beverages, magazines, video games, sports, broadband/online, and wireless.

Christopher holds an MBA from the Wharton School of Business at the University of Pennsylvania and an MA in International Studies from the University of Pennsylvania. He also graduated with a BA in English from the University of California at Berkeley.

He resides in Old Greenwich, Connecticut with his wife and two children.

Grace Wong-Lim

Partner, Brand 360° Strategies Inc.

- Grace Wong-Lim is a partner at Brand 360°.
- She specializes in New Product Development and Analysis, Brand Strategy, Positioning, Architecture, Loyalty, Communications, and Strategic Planning.
- An expert in creating winning brands and customer loyalty through innovation, for firms in Entertainment, Not for Profit, Financial Services, Retail, E-commerce, QSR, and Biotechnology industries.
- Skilled at exploring, gathering and analyzing in-depth information through interviews, facilitation, and research to derive brand insights and emotional connections to develop powerful brands.
- Prior to her current role with Brand 360°, she is formerly Director of Strategy at FutureBrand, NYC.
- She held a range of executive brand and marketing leadership roles at Bank of Montreal, CIBC, Cadillac Fairview and KFC.
- MBA, Strategy & Marketing, Rotman School of Management
- BA, Economics, University of Toronto