

# Rotman Sustainability Conference

## January 29, 2020

*Organized by Rotman Net Impact*

*Sponsored by RBC & the Michael Lee-Chin Family Institute for Corporate Citizenship*

### Keynote Address:

#### **Tabatha Bull**

*COO, Canadian Council for Aboriginal Business*



Tabatha Bull is currently the Chief Operating Officer of the Canadian Council for Aboriginal Business in Toronto. Tabatha is Anishinaabe and a proud member of Nipissing First Nation near North Bay, Ontario.

An electrical engineer from the University of Waterloo, Tabatha spent the first 2 decades of her career in the electrical consulting and energy industry. Prior to joining the CCAB, Tabatha led the First Nations and Métis Relations team at the IESO, Ontario's electricity system operator. In that time she focused on building strong relationships with Indigenous communities and leaders in Ontario and developing partnerships, procurement and capacity development programs to enable Indigenous communities to be active participants and partners in the Energy Sector.

As a testament to her passion to better the lives of Indigenous people and stay connected to her community, Tabatha serves as a Director on the Board of Wigwamen Housing Inc.; the oldest and largest urban Indigenous housing provider in Ontario. Tabatha is also an active member on the board of Young Peoples Theatre in Toronto and the Canadian advisory group to UN Women "promoting women's economic empowerment through responsible business in G7 countries". Tabatha is the proud mom to two boys and can often be found in a hockey arena or at the baseball diamond.

### Cleantech Panel:

#### **Richard Blundell (Moderator)**

*Executive-in-Residence and Adjunct Professor, Rotman School of Management  
Managing Director, Cleantech, MaRS Discovery District*



Mr. Blundell has over 35 years of senior executive management and consulting experience in the global environmental services and technology sectors. His experience includes operations management, corporate and market development, mergers and acquisitions, new business initiation, and consulting. Mr. Blundell's international experience includes running businesses in East and West Europe, North and South America, Africa, and Asia. He has completed over \$500 million in combined corporate M&A transactions and private equity funding for early-stage companies. From 1989-2004, Mr. Blundell held senior leadership positions with Laidlaw Inc., Canada's largest waste management company, as Director of European Business Development; SGS SA, a global company in inspection, testing, certification services as

SVP of the Global Environmental Services Division; and Hagemeyer Cosa Liebermann, a technology marketing company in Asia Pacific as EVP of the Technology Division. During this period and since 2004, Mr. Blundell has held founder and/or executive management positions in eight early-stage, clean-tech companies, including a number of Board of Directors appointments. He is an Executive-in-Residence and Adjunct Professor at the Rotman School of Management at the University of Toronto. He joined the Rotman faculty in 2016, where he teaches MBA and Executive MBA courses in sustainability, innovation and entrepreneurship. He joined MaRS Discovery District in Aug. 2018 to lead the development of applied innovation networks for global, corporate partners. He was appointed Managing Director of the Cleantech practice in June 2019, where he has additional responsibility for leading a network of over 250 startups from prerevenue to high growth ventures.

## Cleantech Panel, continued:

### Shirley Speakman

*Senior Partner, Cycle Toronto*



Shirley Speakman is a Senior Partner with Cycle Capital, Canada's most active cleantech venture capital fund. Based in Toronto, she sits on Cycle Capital's portfolio companies across North America. These companies are in the plastics and polymer upcycling and transformation, IoT and energy storage and efficiency industries. Prior to joining Cycle Capital, Shirley was with the Investment Accelerator Fund, a \$40M+ venture capital fund established by the Ontario government to invest in seed and early-stage technology-oriented companies based in Ontario. She has also advised biotech, ag-biotech and advanced manufacturing and materials companies in areas such as strategy, finance, negotiations and fundraising.

Shirley is active in the innovation ecosystem as a member of Canada's National Science and Engineering Research Council, through her involvement at MaRS and the Ontario Network of Excellence, mentoring female entrepreneurs and investors through her work with Canadian Women in Private Equity and as a lecturer with Canadian Private Capital Investment School at the Ivey Academy, Ivey Business School. Shirley was recognized as one of Canada's Clean16 and one of Canada's Inspiring Fifty. She holds her ICD.d (University of Toronto), MBA from Wilfrid Laurier University and a Bachelor's of Economics from the University of Waterloo.

### Shauna O'Flaherty

*Founder & CEO, NURL.AI*



Shauna is a Canadian tech entrepreneur, CEO and Co-Founder in the machine learning space. She began her career as a management consultant and global business development professional with a focus in technology, strategic growth, change management and optimization. As a management consultant Shauna worked with Fortune 500 companies to align their people, processes and technology with their business' vision and growth strategies for the future. In 2017 she took on a new challenge as the first non-lawyer in Torys history to sell legal services. She managed the proposal team and led global business development initiatives. Shauna's combined background of consulting and business development led her to the tech startup world where she acted as global business development lead focusing on enterprise AI applications, growth and new client acquisition.

Shauna left to start a Machine Learning product company focused on industrial verticals with her two brilliant co-founders. Shauna is very passionate about empowering young women in tech and underrepresented markets such as rail, mining, and oil & gas. Shauna acted as Director of Marketing and Business Development for Women Who Rock, an organization committed to empowering women and to improving gender diversity in the mining industry. Shauna acts as mentor to young women professionals and is always looking to get more involved in women in tech initiatives.

### Josh Domingues

*Founder & CEO, Flashfood*



Josh Domingues is the founder and CEO of Flashfood, a mobile marketplace connecting surplus food from grocers, growers and farmers directly to its community at great prices.

Josh founded Flashfood in 2016 after reading about the environmental effects of food waste. Determined to make a difference, Josh often cites that if international food waste were a country, it would be the third leading cause of Greenhouse Gas (GHG) behind the US and China. Flashfood doubles down on using food to do good, by rescuing food that can be used to help feed those in need or unable to afford fresh and healthy food options such as those that Flashfood provides.

Josh started his career as an investment advisor before spending time as a management consultant and a VP at a family office that managed financial and personal affairs for professional hockey players.

## Social Innovation Panel:

### Laura Doering (Moderator)

*Assistant Professor of Strategic Management, Rotman School of Management*



Laura Doering is an Assistant Professor of Strategic Management at Rotman School of Management. As an economic sociologist, she examines how micro-level decisions, relationships, and circumstances affect economic outcomes in developing countries. Substantively, Professor Doering focuses on entrepreneurship and financial access in low-income areas. Her research has been published in the *American Journal of Sociology*, *American Sociological Review*, and *Sociology of Development*. A former Fulbright Scholar, her research has been profiled in *The New York Times* and *The Globe and Mail*, and her writing has appeared in *BBC News*, *CBS News*, *Salon*, and other outlets.

She is a Fellow at the Lee-Chin Institute for Corporate Citizenship, a Research Fellow at Behavioral Economics in Action at Rotman (BEAR), and a Consulting Editor at the *American Journal of Sociology*. Laura has a Ph.D. in Sociology and Business Administration from University of Chicago, MA in Sociology from University of Chicago, MA in International Social Development from University of New South Wales and BA in Psychological and Brain Sciences, Dartmouth College.

### Fatima Saya

*Manager, Community Partnerships, Daniels Corporation*



A Rotman 2018 alum, Fatima is an advocate for what she calls interdisciplinary empathy, seeing huge potential in the sharing of experience and expertise across industries. She believes in breaking out of silos and leveraging experiences of peers from across disciplines and industries. She is currently Manager of Community Partnerships at The Daniels Corporation, one of Canada's preeminent builder and developers. Daniels offers innovative programs that help people achieve homeownership, champions neighborhood initiatives that enhance quality of life, and supports numerous charities and non-profit organizations.

Throughout her experience in the social sector, including as a non-profit project manager and consultant in Rotman's Nexus Consulting Group, Fatima has worked with stakeholders at all levels to build sustainable cross-sectoral programs with demonstrable social impact.

### Eli Browne

*Director of Corporate Sustainability, Sobeys*



Eli Browne is a passionate sustainability professional with 10+ years experience bringing sustainability initiatives to life in complex corporate settings. Currently, Eli is the Director of Corporate Sustainability at Sobeys Inc., a Canadian company with more than 110 years in the food retail business. As Director, Eli leads, develops and manages the sustainability strategy and key initiatives for the company.

Prior to this, Eli was Director of Sustainability & Culinary Innovation at Chartwells Higher Education Dining Services, where she was responsible for the development and execution of sustainability and culinary strategy for roughly 60 Chartwells campuses and 600 schools across Canada.

Eli has a Bachelor of Science degree from University of Guelph and Master of Applied Science degree in Environmental Applied Science and Management from Ryerson University.

## Social Innovation Panel, continued:

### Kathryn Scharf

*Chief Programs Officer, Community Food Centres Canada*



Kathryn Scharf is Chief Programs Officer and co-founder of Community Food Centres Canada, an organization that takes action by investing in places and programs that alleviate the impacts of poverty and food insecurity; supporting organizations to become leaders in community food security programming; and empowering Canadians to advocate for policies that improve people's lives.

Prior to this Kathryn worked for six years as Program Director at The Stop Community Food Centre, the founding partner of CFCC, where she helped to develop the Community Food Centre program model and the strategy to take the model to a national scale. Kathryn Scharf has an MA in History from the University of Toronto and studied Community and Regional Planning at University of British Columbia.

## Sustainable Finance Panel:

### Jan Mahrt-Smith (moderator)

*Associate Professor of Finance, Rotman School of Management*



Jan Mahrt-Smith is an Associate Professor of Finance at Rotman School of Management and teaches MBA, MFin, PhD, and Executive Education courses in Corporate Finance, M&A, and Behavioral Finance. He has won several of the highest teaching awards from the MBA students and the Dean. Jan has consulted with Citibank, Scotia, Corus Entertainment and others. He has published in the *Journal of Financial Economics*, the *Journal of Financial and Quantitative Analysis*, among others. Jan holds a PhD from M.I.T. (1998) and was on the faculty of the London Business School from 1998-2002. Jan has a Bachelor's of Commerce degree from Boston University and Ph.D. in Finance from MIT.

Jan has a passion for education and wants to help graduate students in business achieve their goals. At the same time, he wants to help prepare his students for the responsibilities they will have to their future organizations and to society as a whole when they become future leaders.

### Jonathan Hera

*Managing Partner, Marigold Capital*



Jonathan Hera's finance career tracks the transition of impact investing from fringe idea to mainstream. He is the Founder and Managing Partner of Marigold Capital, an early stage investment firm that continues to reconceive traditional finance to shift norms, remove structural barriers, and empower marginalized individuals to participate and benefit fully in society. The firm focuses on resilient and growing North American companies that drive positive financial, operational and social prosperity outcomes for employees, actors in their value and supply chains, users, clients and customers, communities, and its investors.

He has been the Director of Investments at Grand Challenges Canada, Fund Manager at RBC Social Finance, Director of Investor Relations at Sarona Asset Management, and worked with the World Bank's CGAP on a third-party microfinance initiative.

He is also the founding Course Director of Social Finance and Impact Investing, taught at the Schulich School of Business, York University.

## Sustainable Finance Panel, continued:

### **Karolina Kosciolk**

*Consultant, Rally Assets*



Karolina Kosciolk is a Consultant on the Impact Advisory team at Rally Assets, where she advises various types of institutional investors, from foundations to family offices, on how to align their portfolios with their values. She co-leads the Toronto Chapter of Women Investing for a Sustainable Economy, a global network of women working in the sustainable finance industry. Karolina also serves on the board of Arraymusic, a Canadian contemporary music company.

In her prior role at Addenda Capital, Karolina worked with portfolio managers across several asset classes to implement the firm's

sustainable investing program and impact investing strategy. She began her career as an investment consultant for high-net-worth families, some of whom had impact mandates. Karolina has an Honors BCom degree in Investment Management from McGill University and has earned both the CFA and CAIA Charters.

### **Mark Sevestre**

*President, Founder, and Chair of Reconciliation & Responsible Investment Committee – National Aboriginal Trust Officers Association (NATOA)*



In 2006, Mark became one of three founding members of the National Aboriginal Trust Officers Association and is currently serving as the NATOA President. NATOA is a Charitable organization, dedicated to providing knowledge on trusts and investment for Indigenous communities. Mark also currently serves as the General Manager of the Mississaugas of the New Credit First Nation Community Trust since 1999. Prior to joining the MNCFN Community Trust, Mark served as a Branch/Financial Services Manager with the Bank of Montreal opening a branch within the Onyota'aka (Oneida) First Nation near London, Ontario.

Graduating from Mount Allison University with a Bachelor of Commerce Degree, Mark worked as an Intergovernmental Affairs Officer with the Department of Indian Affairs. After leaving INAC, Mark served as the

External Delivery Officer of the Aboriginal Business Canada program on behalf of the Off Reserve Aboriginal population in Nova Scotia for the Mikmakik Development Corporation.

Mark is Mohawk and resides in the Six Nations of the Grand River First Nation with his wife and two sons. Mark volunteers his time coaching his sons in basketball and soccer as well serves as an Assistant Coach with the McKinnon Park Secondary School Blue Devil Football team in Caledonia, Ontario.

## Transitioning Canada to a Low-Carbon Economy Panel:

### Sarah Kaplan

*Distinguished Professor of Gender and the Economy; Professor of Strategic Management; Director, Institute for Gender and the Economy, Rotman School of Management*



Sarah Kaplan is a co-author of the bestselling business book, *Creative Destruction* as well as *Survive and Thrive: Winning Against Strategic Threats to Your Business*. Her latest book is *The 360° Corporation: From Stakeholder Trade-offs to Transformation*. Her research has covered how organizations participate in and respond to the emergence of new fields and technologies in biotechnology, fiber optics, financial services, nanotechnology and most recently, the field emerging at the nexus of gender and finance.

She recently authored "Gender Equality as an Innovation Challenge" (2017) in the *Rotman Management Magazine*, "The Risky Rhetoric of Female Risk Aversion" (2016) in the *Stanford Social Innovation*

*Review*, "Meritocracy: From Myth to Reality" in the *Rotman Management Magazine* (2015), and "The Rise of Gender Capitalism," in the *Stanford Social Innovation Review* (2014).

Her current work focuses on applying an innovation lens to understanding the challenges for achieving gender equality. Formerly a professor at the Wharton School, University of Pennsylvania (where she remains a Senior Fellow), and a consultant and innovation specialist for nearly a decade at McKinsey & Company in New York, she completed her doctoral research at the Sloan School of Management at the Massachusetts Institute of Technology (MIT). She has a BA with honors in Political Science from UCLA and an MA in International Relations and International Economics from the School for Advanced International Studies, Johns Hopkins University.

### Barbara Zvan

*Chief Risk and Strategy Officer, Ontario Teachers' Pension Plan; Government of Canada's Expert Panel on Sustainable Finance*



Barbara Zvan is the Chief Risk & Strategy Officer for the Ontario Teachers' Pension Plan. She leads the Strategy & Risk team in supporting the Plan Sponsors in plan design decisions; the Board in determining the appropriate benchmarks and risk appetite; and the Investment division in designing a long-horizon total fund strategy. She drives the fund's responsible investing and climate change risk management strategy and directs the organization's enterprise and operational risk management approach.

Ms. Zvan is a fellow of the Society of Actuaries and the Canadian Institute of Actuaries and holds an Institute of Corporate Directors designation and a Master of Mathematics degree from the University of Waterloo.

She serves as the chair of the International Centre of Pension Management and the Sustainability Accounting Standards Board's Investor Advisory Group, and on the boards of the Global Risk Institute, the Canadian Coalition for Good Governance and the Chilean water utilities Esval (Essbio) S.A. She was one of four members of the Government of Canada's Expert Panel on Sustainable Finance, which delivered its final recommendations in June 2019, and is an honouree of Canada's 2020 Clean50.

## Transitioning Canada to a Low-Carbon Economy Panel, continued:

### Steve Easterbrook

*Director of the School of the Environment, University of Toronto*



Steve Easterbrook is the Director of the School of the Environment and a Professor of Computer Science at the University of Toronto. He received his Ph.D. (1991) in Computing from Imperial College in London (UK), and joined the faculty at the School of Cognitive and Computing Science, University of Sussex. From 1995-99, he was lead scientist at NASA's Independent Verification and Validation (IV&V) Facility in West Virginia, where he investigated software verification on the Space Shuttle Flight Software, the International Space Station, and the Earth Observation System. He moved to the University of Toronto in 1999.

His research interests range from modelling and analysis of complex adaptive systems to the socio-cognitive aspects of team interaction. His current research is in sustainability informatics, where he studies how climate scientists develop computational models to improve their

understanding of earth systems and climate change, the broader question of how that knowledge is shared with other communities, and the role of digital technologies in the transition to a post-carbon world. He has been a visiting scientist at the UK Met Office Hadley Centre, in Exeter, the National Centre for Atmospheric Research in Boulder, Colorado; the Max-Planck Institute for Meteorology, in Hamburg, and the Institute Pierre Simon Laplace in Paris.

### Tabatha Bull

*COO, Canadian Council for Aboriginal Business*



Tabatha Bull is currently the Chief Operating Officer of the Canadian Council for Aboriginal Business in Toronto. Tabatha is Anishinaabe and a proud member of Nipissing First Nation near North Bay, Ontario.

An electrical engineer from the University of Waterloo, Tabatha spent the first 2 decades of her career in the electrical consulting and energy industry. Prior to joining the CCAB, Tabatha led the First Nations and Métis Relations team at the IESO, Ontario's electricity system operator. In that time she focused on building strong relationships with Indigenous communities and leaders in Ontario and developing partnerships, procurement and capacity development programs to enable Indigenous communities to be active participants and partners in the Energy Sector.

As a testament to her passion to better the lives of Indigenous people and stay connected to her community, Tabatha serves as a Director on the Board of Wigwamen Housing Inc.; the oldest and largest urban Indigenous housing provider in Ontario. Tabatha is also an active member on the board of Young Peoples Theatre in Toronto and the Canadian advisory group to UN Women "promoting women's economic empowerment through responsible business in G7 countries". Tabatha is the proud mom to two boys and can often be found in a hockey arena or at the baseball diamond.