



# A WORLD OF OPPORTUNITIES

CANADIAN GROCERY'S LARGEST MEETINGS,  
EXHIBITION + CONFERENCE EVENT

OCTOBER 25 & 26 2022 | TORONTO CONGRESS CENTRE, NORTH BUILDING

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## APPEARING AT GIC



**Lisa Bishop-Spencer, Director of Brand and Communications, Chicken Farmers of Canada**

Lisa is a marketing, communications, and PR professional with over 20 years of experience of public relations, crisis management, branding, consumer relations and strategic planning leadership. She is a certified crisis consultant and has served as Chair of the Canadian Partnership for Consumer Food Safety Education.



**Diane J. Brisebois, President & CEO, Retail Council of Canada**

Diane J. Brisebois is President and CEO of Retail Council of Canada (RCC) and has held that position since 1995. She has been leading industry associations in Canada for more than 40 years. RCC represents over 45,000 retail establishments across Canada which account for more than 75% of all retail sales in the country.



**Chef David Burnett, Sr. Culinary Development Manager, McCormick & Company**

With an extensive television and media background doing multiple shows on Food Network Canada and Global, Chef David Burnett has spent the last 10 years of his career focused on product development and manufacturing developing products for both the grocery retail and foodservice sides of the business.



**Tony Chapman, Radio Host - Podcaster - Speaker**

Tony Chapman is the creator and host of Chatter that Matters, a media platform that includes two national radio shows, podcast and a blog. Tony Chats with ordinary people who do extraordinary things and uncovers life lessons that inspire us to do more and to be more. Tony's guests have included Harry Connick Jr, Brooke Henderson, Penny Oleksiak, Bryan Baeumler, Dan Ariely, Chris Hadfield, Dr Ann Cavoukian and many more.



**Arlene Dickinson, CEO of Venture Communications;**

Star of Dragons' Den Arlene Dickinson is the General Partner of District Ventures Capital, a venture capital fund focused on helping market, fund and grow entrepreneurs and their companies, in the food and health space. She is a three-time best-selling author and accomplished public

speaker. Dickinson is widely recognized for her role as a Dragon/Venture Capitalist for over 12 seasons on the multi-award-winning television series, Dragons Den.



**J.P. Gervais, Vice President and Chief Economist, Farm Credit Canada**

J.P. Gervais' insights help guide strategy, monitor risks and identify opportunities in the economic environment. In addition to acting as a FCC spokesperson on economic matters, J.P. provides commentary on the food industry through videos and the FCC Economics blog. Prior to joining FCC in 2010, J.P. was a professor of agri-food economics at North Carolina State University and Laval University.



**Robert Graybill, President & CEO, FMS**

Robert Graybill, President & CEO of FMS, joined the company in 2000, and has over 20 years of experience in the retail grocery industry. Currently, Robert leads the FMS team in meeting their goal of helping retailers to succeed through benchmarking, best practices, and decision support.



**Michael Graydon, CEO, Food, Health & Consumer Products of Canada**

Michael Graydon is Chief Executive Officer of Food, Health & Consumer Products of Canada (FHCP) the national association voice of Canada's food, health and consumer products sector. A seasoned business executive, Michael has more than 20 years of visionary CEO leadership across multiple industries, driving proactive and collaborative stakeholder engagement and consistent corporate results.



**Erin Higdon, Vice President Business Strategy, Atlantic Grocery Distributors**

Erin Higdon is a Chartered Accountant and has been member of the Atlantic Grocery Distributors and Powell's Supermarkets team since 2014. She currently sits on the executive of the Canadian Federation of Independent Grocers board and is a passionate member of the Public Policy Committee. Erin is one of the four CFIG representatives on the Grocery Code Working Group. She is also a board member of Ronald McDonald House Newfoundland and Labrador chapter and has a strong love of people and community and takes great pride in opportunities to serve the same.



**Jean-Michel Laurin, President & CEO, Canadian Poultry and Egg Processors Council**

Jean-Michel Laurin was appointed President & CEO of the Canadian Poultry and Egg Processors Council (CPEPC) in July 2019. Across Canada, CPEPC represents over 180 poultry processing and further processing, egg grading and processing and hatchery establishments. Jean-Michel joined the association after having held the position of VP, Policy and Public Affairs at Canada's leading public affairs consulting firm.



**Sooky Lee, Managing Director, Aproto Advisory Group**

With over 20 years of global business and human resource leadership experience at fortune 500 companies, Sooky Lee now uses her extensive expertise to provide advisory and consulting services to clients who are looking to grow and expand their business by powering up their team. Aproto Advisory Group ([www.aprotoadvisory.com](http://www.aprotoadvisory.com)) partners with clients to build capabilities and evolve cultures to meet the demands of a changing marketplace.



**Ron Lemaire, President, Canadian Produce Marketing Association**

Ron Lemaire brings extensive experience and perspective from the produce industry and beyond with a keen focus on vertically integrated supply chains and systems philosophy. Ron's professional background brings a range of diversified experiences both domestically and internationally ranging from association management and governance, strategic and corporate development, government relations and issue management, sports marketing, food marketing, advertising and communications, public private partnerships and capacity building.



**Howard Lichtman, Partner & Co-founder, Ethnicity Matters**

Ethnicity Matters is a full-service strategic consultancy and marketing & advertising agency focused on the Asian consumer. Prior to Ethnicity Matters, Howard was President of The Lightning Group, providing Virtual Chief Marketing Officer services. He also served as Executive Vice President of Marketing & Communications at Cineplex North America. He is also responsible for all the marketing, programming, media relations and sponsorship for the Taste of the Danforth—Canada's largest street festival.

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**Christy McMullen, Owner, Summerhill Market**

A Chartered Accountant by trade, Christy worked internationally for years with KPMG before returning to her roots at the family business that started in 1954. Today, with her brother Brad, Christy are at the helm of the family business that includes four stores, with a 5th on the way, and a commissary. Christy was a former Chair of CFIG, and Summerhill Market has won many Independent Grocer of the Year Specialty Grocer awards. She is the current Chair of the Ontario Food Terminal Board.



**Jamie Nelson, Chief Operating Officer, Pattison Food Group**

With 42 years of grocery retail experience, Jamie Nelson is a key member of the executive leadership team of the Pattison Food Group, a division of the Jim Pattison Group. As chief operating officer of the Pattison Food Group, Jamie holds overall management accountability and strategic direction for the operations of all Pattison Food Group banners -including Save-On-Foods, the group's largest company.



**Gary Newbury, RetailAID Inc.**

Gary has established an international reputation for rapid business performance improvement and executing supply chain designs which consistently build marketplace prominence, shareholder value and consumer trust. Gary helps Boards and Business Leaders to become more Supply Chain Agile, Innovative and Digital across the "make-move-sell" flow of Manufacturing, 3rd Party Logistics, Wholesaling, Retailing & The Last Mile.



**Dr. Christine Power, DVM, MSc**

Christine is a Doctor of Veterinary Medicine, an experienced livestock and poultry veterinarian, and has overseen the management of national government programs for livestock and poultry surveillance and emergency management. She has a Master of Science in Food Safety Epidemiology, and a Masters Certificate in Public Management. Previously, she worked with the Canadian Food Inspection Agency, and as a private veterinary consultant.



**Abhijeet Ray, Managing Director, Ethnicity Multicultural Marketing Inc.**

Abhijeet Ray is MD at Ethnicity Multicultural Marketing Inc. leading Strategic Media and PR practice. An Oxford Advanced Management scholar, his experience spans multiple multinational agency networks across 9 countries.



**Meron Samuel, Small Business Coordinator, Workplace Safety & Prevention Services**

Meron Samuel currently works with Workplace Safety & Prevention Services. Meron is involved with the Small Business Team, Workplace Mental Health initiatives, Health and Safety Excellence program, Facebook Project Team, and other projects to provide our customers with tools and resources to support their health and safety program.



**Gary Sands, SR VP Public Policy & Advocacy, CFIG**

Gary Sands is Vice President with CFIG and has been with the association for 21 years. Gary has worked at the political level of all 3 levels of government as a Chief of Staff. He was the Chair of the Small Business Matters Coalition, composed of over 23 national trade associations; and most recently part of the steering committee drafting the Grocery Code of Conduct. Gary was also the recipient of CFIG's Spirit of the Independent Award.



**Amar Singh, Sr. Director, Kantar**

Amar leads thought leadership on health and wellness, home improvement, and Canadian retail. He creates insights that inform strategic decisions related to key drug, home improvement, discount, convenience, grocery, and digital channels. Amar is a seasoned brand, shopper, and advertising researcher. Before joining Kantar in 2018, he managed consumer insights at a leading CPG brand in Canada, which included brand management, packaging optimization, and product innovation. Amar has an MSc in marketing and consumer studies from the University of Guelph.



**Matthias Spitzmuller, Assoc. Professor and Distinguished Professor of Organizational Behaviour, Smith School of Business, Queen's University**

Matthias Spitzmuller's research focuses on team motivation and team leadership. Matthias has served as a lecturer on leadership in executive education programs at the Smith School of Business, the National University of Singapore, and for

clients of Harvard Business Publishing, including Cisco, American Express, the United Nations, and Dubai Ports World. Matthias co-founded the People Analytics Laboratory.



**Giancarlo Trimarchi, Partner, Vince's Market**

Giancarlo Trimarchi, partner at Vince's Market and 2021-22 chair of CFIG, is a second-generation grocer with five stores north of Toronto. Vince's Market won the DCI 2022 CIGBA/DCI Social Responsibility Award; 2021 Canadian Grocer Impact Award, in 2020 its Tottenham location was awarded the national gold award in small surface. Giancarlo also was one of the 4 CFIG representatives on the Grocery Code Working Group and the sole CFIG representative on the special sub-committee established to help expedite resolution of some key issues.



**Isaac Wanzama, Founder, Chief Strategist, geekspoke Commerce**

Isaac Wanzama is the Founder and Chief Strategist at geek-speak Commerce, an eCommerce services company based in Whitby, Ontario. Founded in 2003, his company helps some of the world's largest retailers and manufacturers to grow their online sales. With over 20 years of experience in online marketing and eCommerce, Isaac is a trusted partner to his clients, developing innovative sales strategies and building customized eCommerce programs that drive channel growth.



**Tricia Williams, Managing Partner, Client Success Leader, geekspoke Commerce**

Tricia Williams is the Managing Partner and Client Success Leader at eCommerce services company geekspoke Commerce. Her primary role is ensuring that her team exceeds expectations with every client engagement. Understanding a brand's voice and its objectives is key to delivering online content that converts, and Tricia has worked very closely with some of the world's most recognizable brands including Walmart, Honeywell, Bang & Olufsen, New Balance and Canadian Tire to help propel their eCommerce growth.