

AceTech Annual Retreat 2017 – Speaker Sessions



Vulnerability at 140km/hr with **Larisa Yurkiw**

Olympian & Canadian World Cup alpine ski racer



During Larisa's keynote, she'll share with you her bold story of female empowerment and self-belief (when others didn't). You'll gain an appreciation for vulnerability, failure and the value in being constantly challenged. Join Larisa to gain an inspiring understanding of the Olympic mindset and why it is so important to persevere and fight with unrelenting resilience. Larisa will showcase universal truths that were displayed through the daring and speedy world of ski racing and how you can implement them in both your business and personal life.

The Power of Pausing with **Larisa Yurkiw**

Olympian & Canadian World Cup alpine ski racer



In this workshop, Larisa Yurkiw discusses her extreme athletic career and tools she implements to restore balance. The danger of high-speed ski racing and the travel required to follow the tour required endless approaches to restoring rest and rejuvenation. From sleep to the timing of snacks, Larisa's workshop will give you takeaways you can implement today in your race to scale your business!

A Career in Leadership – From NBA to MLB to CFL with **Mark Cohon**

12th Commissioner of the Canadian Football League



Mark Cohon has won acclaim for his leadership at the CFL, one of the most recognizable brands in Canada. Like the league itself, he fought hard for his victories. In this more personal talk, Cohon draws practical lessons from throughout his career. Though best known for helming the CFL, Cohon reflects on his time in the NBA, in Major League Baseball, and even at more traditional corporations, where he honed his skills, suffered public failures, and forged the business lessons that would culminate in his celebrated run as CFL commissioner. Join Mark to find a new perspective on how to win without compromise.

Growing Your Top Line with **Ken Wong**

Professor, Consultant, Entrepreneur



The largest challenges in every line of business are customer acquisition and growing top line revenue....and when your business is rooted in technology, you don't have the luxury of time to solve those problems. As a result, many companies adopt a "ready-fire-aim" mentality only to find that they not only fail to find new sales, they lose some of their existing customers. In this session Ken will identify the different ways to grow your top line, discuss the pros and cons of each and show you how to identify your next revenue (and profit) stream.

*Acquiring the Right Customers with **Ken Wong***

Professor, Consultant, Entrepreneur



Most every tech firm would agree that the biggest problem in growth is customer acquisition. But not all customers are created equal and any enterprise that acquires the wrong type of customers can quickly find their profits and cash flow eroding. In this talk Ken will discuss how customer acquisition impacts financial performance, why certain types of accounts are superior and how to “think” about your business in a way that has you pursuing the right kinds of accounts

*The CEO Should Really Be The ‘Chief HR Officer’ with **Mark Miller***

CEO, Volaris Group



Someone asked me recently what keeps me up at night. Expecting to hear me cite financial metrics or future projections of growth, they were surprised when my answer was “managing talent effectively.” They responded: “But you are the CEO. Why would you worry about that? Isn’t that HR’s job?” For me it’s quite simple. “The people factor” is the most important thing I worry about. As CEO I spend much more than 50% of my time participating in annual talent reviews of our senior management across our companies and ensuring processes are in place to identify and develop next-generation leadership. Our people are our competitive advantage. Innovation, creativity, and the ongoing success of our organizations overall truly depends on them. It’s our people that

deliver the killer ideas. It’s our people that are on the front lines with customers. And it’s our people that are our brands. This is why Volaris spends so much time making sure the right people are in the right positions across our companies. And it’s also why I spend so much time focused on it. Without this focus, I’d likely not sleep at all.

*Building a Strategic Brand with **Brad Breininger***

Partner & Strategist, Zync



Every organization has a logo. But what about a voice? A point of view? Join Brad Breininger in this workshop for tech CEO's and learn how to leverage your brand as a strategic business asset and empower your team to deliver a brand experience that excites customers, builds engagement and drives sales. Do you want key insights into how to access your brand's value and potential? Believe your differentiation is not being fully accessed and embraced in the marketplace? Do you market a highly technical product to both technical and non-technical buyers? Like bottom line results and practical tools to help drive business? Than this workshop is for you!

Alongside Brad, you'll explore how you can use your positioning, messaging, aesthetics and marketing to increase impact and ROI -- and how to stand out and differentiate your brand in a world of sameness and noise. In addition, you will not only explore the concepts of *Business Creative* (Zync's strategic tool to build brand effectiveness), but also learn to align your business plan with brand elements to maximize traction - and value and map your brand personality and use it to drive your positioning. Lastly, you'll understand how content marketing, thought leadership and digital presence are driving stakeholder engagement.

Forecasting UP the Funnel with Don Chapman

CEO Advisor & Coach



It is easy to measure the past and present... But can you predict the future? Can you improve upon your predictions? Don will showcase how. In this session, you will also have an interactive discussion on how to improve your sales funnel activities to achieve a higher yield.

Getting (and Keeping!) the Best People

5 Experts. 5 Minutes. 5 Insights. Enhance your knowledge on recruitment & retention with business-focused insights - beyond HR

Kim Benedict

CEO & Co-Founder
of TalentMinded



Brad Breininger

Partner &
Strategist at Zync



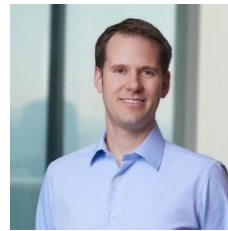
Sanjay Desai

Founder & Partner
at GrowthPoint



David Greenberg

General Partner at
JMI Equity



Bernadeen McLeod

President &
Founder at Mentor
Works



Join these 5 industry experts as they share their forward-thinking insights with you on getting and keeping the best people, each from a different standpoint. In this workshop, you'll learn how to compare your business against 5 key talent acquisition benchmarks that are critical to hiring top talent. You'll also discover how to recruit from your brand, values, culture and experience and turn into a well-greased recruiting machine. Lastly, you'll learn how to build high performing teams based on real data and how to leverage government grants & training programs to build & attract the right talent.

CEO Stories from the Trenches with

Mike Dufton

Managing Director
at Volaris Group



Steven Pezim

President &
Managing Director
at Bedford Group



Mike Dufton is a senior management executive with strong domestic and international P&L experience. He has a proven track record of driving market share, revenue, and profit growth. Over the years, he has worked in a variety of technology, financial services, offshore development, and consulting services sectors. In his role as Managing Director at Volaris Group, he focuses on acquiring, strengthening and growing vertical market technology companies to enable them to be clear leaders within their focused industry. Join us for an intimate conversation where Steven Pezim interviews Mike about how a small town boy from Northern Ontario took his career to the world stage.

*Building a Kick-Ass MarTech Stack with **Marko Savic***

Founder & CEO at FunnelCake



The Path to Revenue Predictability, Operational Efficiency, and Full Funnel Visibility

Marketing technology is complicated – companies use an average 32 apps, the space has over 6,000 vendors. These tools are expensive, resource intensive, and picking the right stack is incredibly important to your bottom line and has the power to add predictability to your revenue. In this session, Marko will break down the complexities of MarTech. You'll learn:

- How MarTech can empower you as a CEO
- Which components need to be in your stack
- Separating technology choices from marketing trends
- A framework for MarTech decision making
- Why you need a revenue operations team to manage these systems

Building Global Companies & Building Communities with

Ben Zifkin

Founder & CEO
of Hubba



Devon Wright

Co-Founder & CEO of
Turnstyle Solutions



Ben Zifkin is a successful repeat entrepreneur and best selling author of 'The Rise of the Craft Brand'. He has spent the last 15 years helping some of the world's largest organizations leverage technology to compete in business. Living and working in North America, Europe and Asia, he has become a trusted advisor to senior executives of Fortune 1000 companies. His most recent business, Hubba, is the fastest growing B2B network connecting brands and retailers. Join us as Devon Wright, CEO & Co-Founder of Turnstyle Solutions, interviews Ben Zifkin on building a global company in the Toronto Region and how we can work together to make Toronto a global hub for technology.

LOL – Life After Liquidity [doh! That would be LAL - ha ha - but who cares - you got millions!] with

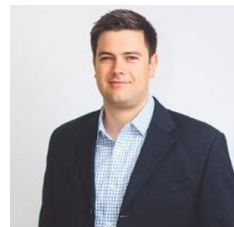
Julie Ellis

Co-Founder
& President
at Mabel's Labels
(sold to CCL
Industries)



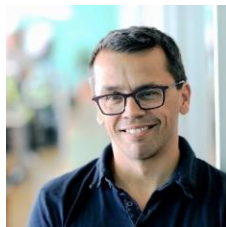
Jeremy Greven

Founder & Former
CEO at Patient
Prompt (acquired
by Stericycle)



Kevin Kimsa

General Partner
at ScaleUP
Ventures



Aydin Mirzaee

Co-Founder &
Former Co-CEO
at FluidSurveys
(acquired by
SurveyMonkey)



Pete Smith

Managing Partner
at the Meaford
Group



Planning for what comes next. - Planning for the phases after there is life. After the Exit - the Good, Bad and Ugly of Consulting, Board Work and Angel Investing. All of us are aspiring for the big exit but then what do you do when you hit the jackpot and you are 40 to 55, still have gas in the tank and unemployed? Success can be anticlimactic, with no new hills to climb. What happens when the dog catches the car? You don't necessarily have the energy or drive to start a new business but you want to be engaged and active. You don't want to necessarily work for someone else, and you want some time to travel but you want to also do meaningful work or perhaps give back.

SLAP – Sounds Like a Plan with

Chad Bayne

Partner at Osler,
Hoskin & Harcourt
LLP



Michael Garbe

Founder &
President at
Accelerated
Connections



Sunil Mistry

Audit Partner,
Enterprise and
TMT, KPMG in
Canada



Cindy Roberts

Private Banker,
RBC Wealth
Management



Unicorn Ambitions: Planning & Prep for a financial event in your future. How do you prepare for that big exit? How do you structure your company? Tax Planning? What should I be putting in place in advance? What are the lessons learned from people who have done it? What would they do differently if they had it to do again?