

# Concordia's 50 Under 50 Shaping Business

Attachment for CASE COE 2020  
Category 02d. Targeted Constituency Engagement



# Concordia Alumni Website

Landing page and 50 stories published

Visit [concordia.ca/alumni/50under50](http://concordia.ca/alumni/50under50)

**50 UNDER 50 SHAPING BUSINESS**

From finance masterminds to tech magnates to retail moguls, these 50 movers and shakers are transforming industries around the world.

Corporate leadership ▾ Development, construction and real estate ▾ Entertainment, media, sports ▾ Finance and asset management ▾ Retail and manufacturing ▾ Tech and entrepreneurship ▾

### Corporate leadership

- Chantal Gosselin, MBA 05  
The mining mastermind
- Nicole Brenig, BA 00  
The legal oracle
- Gary Chateram, BSc 00, MSc 05  
The investment industry expert with an activist spirit
- Kathleen Ffrench, BA 01  
The regional developer for the big investors

### The team-builder

Julien BriseBois, MBA 07

By Jasmin Legatos Source: Concordia University Magazine

50 under 50: [Entertainment, media and sports](#)

After almost a decade with the Montreal Canadiens hockey club, Julien BriseBois joined the Tampa Bay Lightning, where he is now general manager. Not only does he lead the NHL team, but he's also in charge of its American Hockey League (AHL) affiliate, the Syracuse Crunch.

Before being promoted to general manager, BriseBois was the organization's assistant general manager. In his leadership, he helped the team win the perennial Stanley Cup championship in 2013. BriseBois has a law degree, is a member of the American Bar Association, the Quebec Bar Association, the Quebec Lawyers Association.

In 2013, he won the Stanley Cup award. The Hockey Writers named him one of the most powerful people in the sport.

**What he learned**

"When facing a challenge, I researched the problem and then I looked for solutions."

### The VP on the front lines

Bonnie Birollo, EMBA 06, GrCert 10

By Emma Brayley Source: Concordia University Magazine

50 under 50: [Retail and manufacturing](#)

Circle K, formerly known as Mac's in much of English-speaking Canada and in Quebec as Couche-Tard, is one of the biggest convenience-store chains in the world. Bonnie Birollo, vice-president of Operations for Western Canada, makes it her personal mission to visit every single store at least once a year.

Birollo is a former retail executive and she is currently the vice-president and Executive Director of Operations for Western Canada. She is directly linked to the success of the company and for this reason, she is a role model for many.

**What she learned**

"My favourite thing is to push people outside of their comfort zones to help them become their best."

### The wealth maker and protector

Rana Ghorayeb, BA 97, MEng 01

By Jasmin Legatos Source: Concordia University Magazine

50 under 50: [Finance and asset management](#)

In May 2019, Rana Ghorayeb was named president and chief executive officer at Otéra Capital, a division of the Caisse de dépôt et placement du Québec (CDPQ). In her previous role at CDPQ, one of Canada's leading institutional fund managers, Ghorayeb managed a portfolio of more than \$20 billion, which included projects like London's Heathrow Airport and the port of Brisbane, Australia.

Born in Lebanon and raised in Montreal, Ghorayeb got her start in construction before setting her sights on real-estate investment. She moved to New York to pursue a Master of Finance and gained international experience both in New York and London before returning home.

Ghorayeb says working at the Caisse is her defining professional moment. "I'm investing money for Quebec and my people. This is really it; I'm having tons of fun right now."

# Video

Seven social media animations produced in-house: one per category (6) and one general (screen capture below).



## Categories:

- Corporate leadership
- Tech and entrepreneurship
- Development, construction and real estate
- Entertainment, media and sports
- Finance and asset management
- Retail and manufacturing

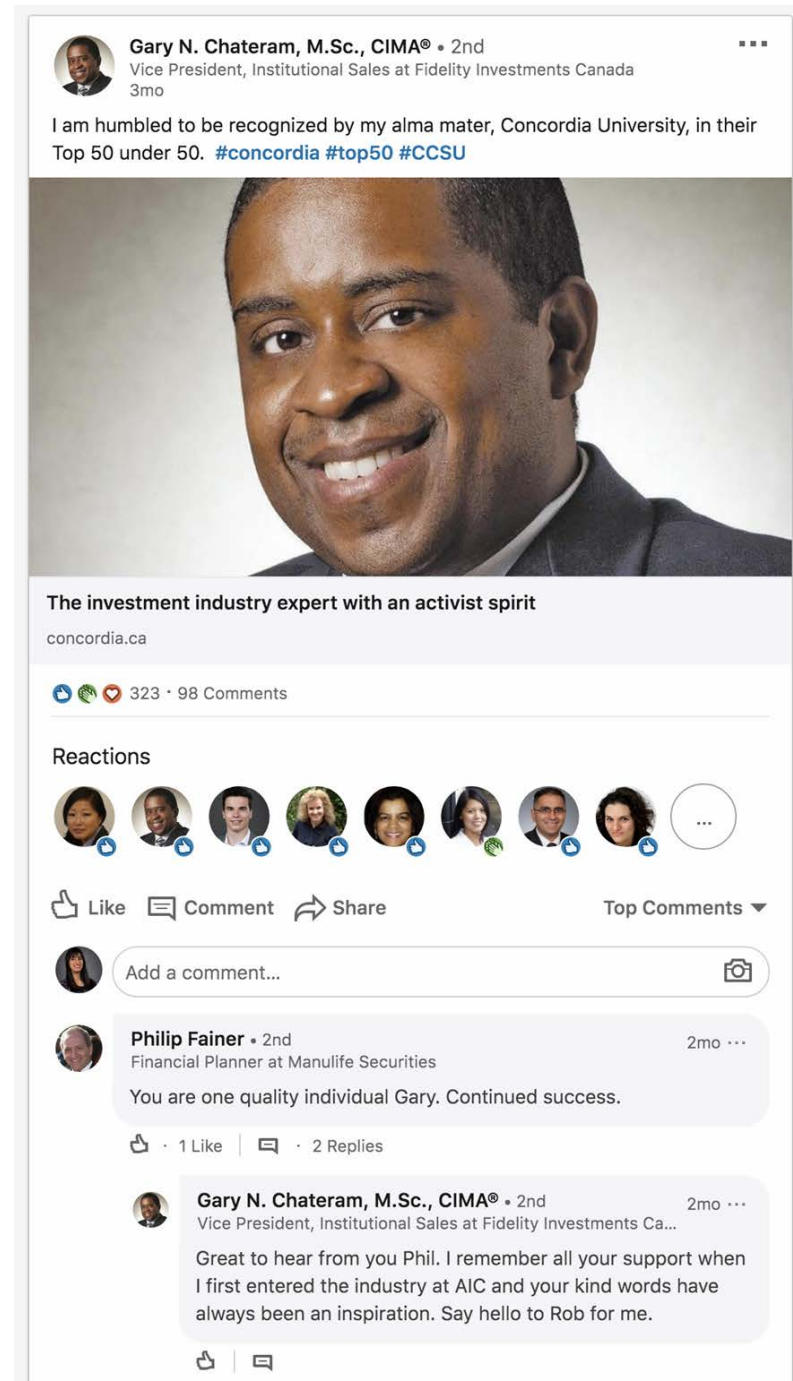
**View sample tech and entrepreneurship video**



# Highlights of online metrics:

- More than **34,000 views** across social media platforms.
- At least **3,000 social media engagements** (reactions, comments and shares)
- At least **25 alumni** shared on their personal social media pages.
- Microsite received more than **8,331 pageviews**

**Gary Chateram, BSc 00,  
BComm 02, MSc 05, was  
the top influencer with  
over 420 engagements  
on his LinkedIn post and  
727 visits to his story on  
the Concordia website.**



# Sample of celebratory social media posts from target constituents



Following

**Daniel Schlaepfer**

@danschlaepfer Follows you

President & CEO of Select Vantage Inc - matching technology with human insight across global markets. Named as one of [@Top40\\_40](#) & [@Concordia's](#) 50 Under 50

📍 Toronto, Canada [selectvantage.com](#) 📅 Joined November 2017



**Daniel Schlaepfer** @danschlaepfer · Jun 27

Very proud to today be named as one of [@Concordia's](#) '50 under 50 Shaping Business'. Concordia is an illustrious and world beating institution, the perfect stepping stone to my career as CEO of a global stock trading firm [concordia.ca/cunews/offices...](#)

**Concordia Alumni** @ConcordiaAlumni · Jun 26

Meet our selection of #CUalumni in Corporate Leadership from our Top 50 Under 50 Shaping Business and learn from the best. Congratulations to these talented leaders who are setting the standard for excellence! Read their stories here: [bit.ly/2KEaZio](#). #CU50under50



0:16

2.7K views



1



1



6



# LinkedIn samples

 **Geneviève Mottard, CPA, CA** • 2nd  
Présidente et chef de la direction - Ordre des CPA du Québec  
2w • Edited


Extremely proud and humbled to have been named one of [Concordia Alumni's](#) 50 Under 50 Shaping Business. It's an honour and privilege to be part of such an inspiring group of corporate leaders. [Ordre des CPA du Québec](#) ...see more




**The accountant's accountant**  
concordia.ca

   259 · 135 Comments



 Like  Comment  Share




 **Brian Gottlieb** • 2nd  
Vice President at ITN Logistics  
2w • Edited

Extremely proud and humbled to have been named one of Concordia's 50 Under 50 Shaping Business. It's an honour and privilege to be the youngest in Corporate leadership and part of such an inspiring group of business leaders. [ITN Logistics Concordia University - John Molson School of Business](#)  
<https://lnkd.in/e54Bgqh>



**The born logistician**  
concordia.ca

  53 · 7 Comments

 Like  Comment  Share



**Isabelle Dessureault, MBA** • 2nd  
 Directrice du Bureau du Québec à Barcelone (pour Espagne et Portugal)  
 1w • Edited

Thank you [Concordia University](#) to have selected me in your TOP 50 under 50.  
[#ProudJMSBAumni](#)

...see more



**The international mentor**

concordia.ca

👍👎❤️ 296 • 41 Comments

👍 Like 💬 Comment ➦ Share



**Radha Penekelapati** • 3rd+  
 Director Trust & Safety, YouTube  
 2w

Proud to be featured in my university magazine 50 under 50: Tech and entrepreneurship



**The YouTube custodian**

concordia.ca

👍👎❤️ 124 • 52 Comments

👍 Like 💬 Comment ➦ Share



**Jito Kayumba** • 2nd  
 Partner at Kukula Capital  
 2w

Humbled to be recognized in the global top 50 Concordia University Alumni shaping business



**50 Under 50 Shaping Business**

concordia.ca

👍👎❤️ 77 • 9 Comments

👍 Like 💬 Comment ➦ Share



# Concordia University Magazine

6-page spread, Spring 2019 issue.



## CONCORDIA'S TOP 50 UNDER FIFTY SHAPING BUSINESS

Whether startup or corporate giant, all businesses are facing acceleration and disruption like never before. What does it take to not only compete but also thrive in today's climate? We surveyed our global community to find out.

From finance masterminds to tech magnates and retail moguls, Concordia's Top 50 Under 50 Shaping Business spans movers and shakers across industries and around the world.

Here are the names of the 50 selected Concordians and testimonials from nine of them. To read all 50 testimonials, visit [concordia.ca/alumni/50under50](http://concordia.ca/alumni/50under50), visit [50Under50](https://www.instagram.com/50Under50)

### DEVELOPMENT, CONSTRUCTION AND REAL ESTATE

THE P-3 EXPERT:  
CANDICE ALDERSON, BA 93

As senior vice-president, infrastructure investments, at a leading North American construction company, Ledcor Group of Companies, Candice Alderson oversees major infrastructure and public-private partnership projects like the B.C. Children's Hospital Teek Acute Care Centre. She also served as a hospital governor between 2012 and 2016.

The first woman in the company's history in charge of a profit-and-loss division, Alderson is a lawyer by training who double-majored in international politics and human/environmental relations while at Concordia. She calls her undergraduate education "extremely satisfying." The lessons she learned outside the classroom, however, were as instructive as the ones she learned in it.

"Just attending Concordia required me to move from Vancouver to Montreal at a young age. I did not know anyone in Montreal and had to find a place to live, register for courses and look after myself without a parental safety net. That's a big step for any young person," she says.

**ON-THE-JOB LESSON:**  
"I stepped into a very complex transaction late in the game and couldn't give it my typical due diligence. I learned it's important to set reasonable expectations when you are given stretch opportunities with demanding deadlines. If you don't or can't get the necessary support for a project, figure out where your efforts are most necessary instead of trying to do it all or even part of it."

**BEST CAREER ADVICE:**  
"Some rejections are blessings in disguise and if opportunities don't come your way — create them!"

**BIGGEST UNDERGRADUATE HURDLE:**  
"I paid for my own education. I worked two jobs while maintaining a full course load. Suffice it to say, the work-life balance test started early for me and it took many years for me to figure out how to get a passing grade!"



**EXTRACURRICULAR WISDOM:**  
"I took a class with political science professor Henry Habib and became involved in Concordia's Model United Nations. Aside from learning how to debate, my fellow classmates and I also had to fundraise for these competitions that require travel. When you're in these types of situations, you learn a lot about people."

**PROFESSIONAL FEEDBACK:**  
"That I push for the right results all ethical, legal and moral lines place importance on developing relationships and that I genuinely about those I work with."

- Jasmin Legatos

### ENTERTAINMENT, MEDIA, SPORTS

THE VIRTUAL REALITY  
CREATOR: FÉLIX LAJEUNESSE, BFA 03

The co-founder of the multi Emmy-award-winning Felix & Paul Studios in Los Angeles, the production company is leading the way in storytelling and virtual reality. Having worked on projects with the likes of Eminem, LeBron James and, currently, the International Space Station, there's no doubt about the company's success, but that wasn't always the case. "When we started, it was difficult to convince people that what we were doing was worth believing in because there wasn't even an industry yet," says Félix Lajeunesse.



**ON THE IMPORTANCE OF THE STUDENT COMMUNITY:**  
"Through working on each other's movies and films, you really start to learn the fundamentals of what it is including the human dynamic. It's a kind of like a microcosm of the film industry."

**TEACHERS WHO INSPIRED HIM:**  
"Jean-Claude Bustros, who taught film production, and Micheline Lanctôt, who taught the class 'Directing Actors.' Bustros's background was in a wide perspective on what film could be. Knowing a teacher who didn't have a rigid view of the medium was to this day, I remember pretty much everything she said. She had unique experiences in directing, producing and acting. I learned a lot from her."

**ON WORKING WITH THE OBAMAS:**  
"We did two projects in virtual reality with President Obama and Michelle Obama in the last year of his term. We started filming the second one the day after the 2016 election, which was interesting. To be there witnessing this time and to be creating work with them was an incredible privilege."

**ON HIS FAVOURITE PART OF THE JOB:**  
"I love that we keep inventing stuff. We invent stories, technology, we contributed to the invention of an industry, we are constantly in innovation mode."  
- Emma Brayley, BA 19

### THE TEAM-BUILDER: JULIEN BRISEBOIS, MBA 07



After almost a decade with the Montreal Canadiens hockey club, Julien BriseBois joined the Tampa Bay Lightning, where he is now general manager. Not only does he lead the NHL team, but he's also in charge of its American Hockey League (AHL) affiliate, the Syracuse Crunch. Before being promoted to GM, BriseBois was the organization's assistant general manager. Under his leadership, he helped transform the team into a perennial Stanley Cup contender. BriseBois holds a law degree, is a member of the American Bar Association, the Quebec Bar and the Sports Lawyers Association. In 2013, he won the John Molson School of Business "MBA Alumnus of the Year" award. The Hockey News magazine ranked him No. 1 in its annual Top 40 Under 40 people of power and influence in 2010.

the best course of action. My degree taught me to look for these answers and where to find them."

**FINDING INSPIRATION IN THE CLASSROOM:**  
"During my MBA, I often found myself sitting next to André Couillard, who became a great friend and advisor. I've consulted him many times over the years when I've been faced with human-resources situations."

**PROUDEST PROFESSIONAL MOMENT:**  
"Hiring Guy Boucher, Jon Cooper and Benoit Groux as head coaches of the Bulldogs, Norfolk Admirals and Syracuse Crunch when I was general manager of those teams. All three are exceptional leaders who contributed significantly to their teams' success."

**CAREER WISDOM:**  
"Focus on doing quality work. Opportunities and compensation will take care of themselves."

**PEER FEEDBACK:**  
"That I am optimistic and goal-focused."

- Jasmin Legatos

# Concordia's 50 under 50 recognition events in Toronto and Montreal.

