

**CANADA'S** NEXT  
**TOPAD**  
**EXEC**



Change Your Expectations  
2015 | 2016



# A Message from Dean Leonard Waverman

Knowledge is obtained in all manner of settings and scenarios. That's why experiential education is at the core of all teaching and learning activities at the DeGroote School of Business.

Allowing our students to gain real-world business experience gives them a true competitive edge. It prepares them to not only enter the workforce, but make an immediate impact and affect real change. It allows them to excel as entrepreneurs and innovators, or as confident, capable members of a dynamic team. It enables them to engage with larger communities and plan for our shared future. In short, it prepares them to succeed.

Throughout the past decade, Canada's Next Top Ad Exec has been a key component of DeGroote's experiential education programming. Leadership and innovation are at the heart of this world-class program – an initiative which allows students to face real challenges, take charge of their education and practice self-directed learning. Through the process of drafting an initial pitch, writing a detailed marketing plan and delivering a final presentation to participating employers, students are able to sharpen their skills and listen to valuable feedback from industry insiders.

The outcomes have been as impressive as the program. To date, more than 60 Top Ad Exec competitors have been awarded internships at major international firms, and more than \$500,000 in prize money has been awarded.

At the DeGroote School of Business, our key mandate is delivering "Education with Purpose." We don't simply place students at the vanguard of Canada's corporate world – we show them the map to success and allow them to lead the charge.

Leonard Waverman  
Dean, DeGroote School of Business



# A Message from Professor Malik

## **WELCOME TO A NEW KIND OF CLASSROOM - THE TOP AD EXEC PLAYGROUND!**

It was in 2007 that we made our commitment to collaborative experiential learning by announcing a new kind of classroom. This classroom has now become the playground for the sharpest marketing minds from across Canada. And yes, this playground is now TEN!

Today, Canada's Next Top Ad Exec is empowering students to take charge of their own education, change their expectations and experiment with learning outside the confines of a curriculum. Students have become active co-producers and created opportunities to learn by taking risks, to challenge their imagination, sharpen their collaboration skills, develop their leadership profile and hone their ability to plan, organize and execute.

We are immensely proud of this successful program and how it has allowed us to reshape education by building bridges with industry. It has empowered us to seek engagement of senior industry leaders, academics and career cells at schools, to question existing paradigms and break new ground through a shared vision. We are especially privileged to work with Canada's best brands and deeply indebted to our program partners for their unconditional support.

You are now invited to share in this journey with us and achieve a better outcome for business education in Canada!

Mandeep Malik  
Assistant Professor, DeGroote School of Business

# Why Top Ad Exec?

## **Because visionary thinking has no confines.**

Canada's Next Top Ad Exec is about learning reinvented. It is the 'un-classroom' that challenges you and allows you to test the application of your knowledge and skills, and prove to yourself and the world around you that you are ready to be a disruptive thinker. Serving as arguably the richest and most influential platform in the history of Canadian universities, Canada's Next Top Ad Exec offers business undergraduates and MBA students the opportunity to join a community of motivated marketers, advertisers and business leaders who are committed to causing shared wins.

This experiential program urges students to become co-producers of their own education and author their own opportunities. It invites industry to participate in the process of educating the next generation of business leaders by contributing expertise, mentorship and career starts. Canada's Next Top Ad Exec expresses a commitment to innovation in education like never before.

Our mission is to establish a bridge between industry and universities to enable a constant exchange of expertise, mentorship and career opportunities in the areas of marketing, strategy and communication.

# Three Steps to Success

## PHASE ONE



### Elevator Pitch

Submissions due Jan. 25

Students are challenged to submit a two-page elevator pitch outlining their plan to tackle the defined industry challenge.

## PHASE TWO



### Written Report

Submissions due Feb. 22

The Top 25 Teams are now tasked to develop a comprehensive report on their marketing solution including research, strategy and an implementation plan with budgets.

## PHASE THREE

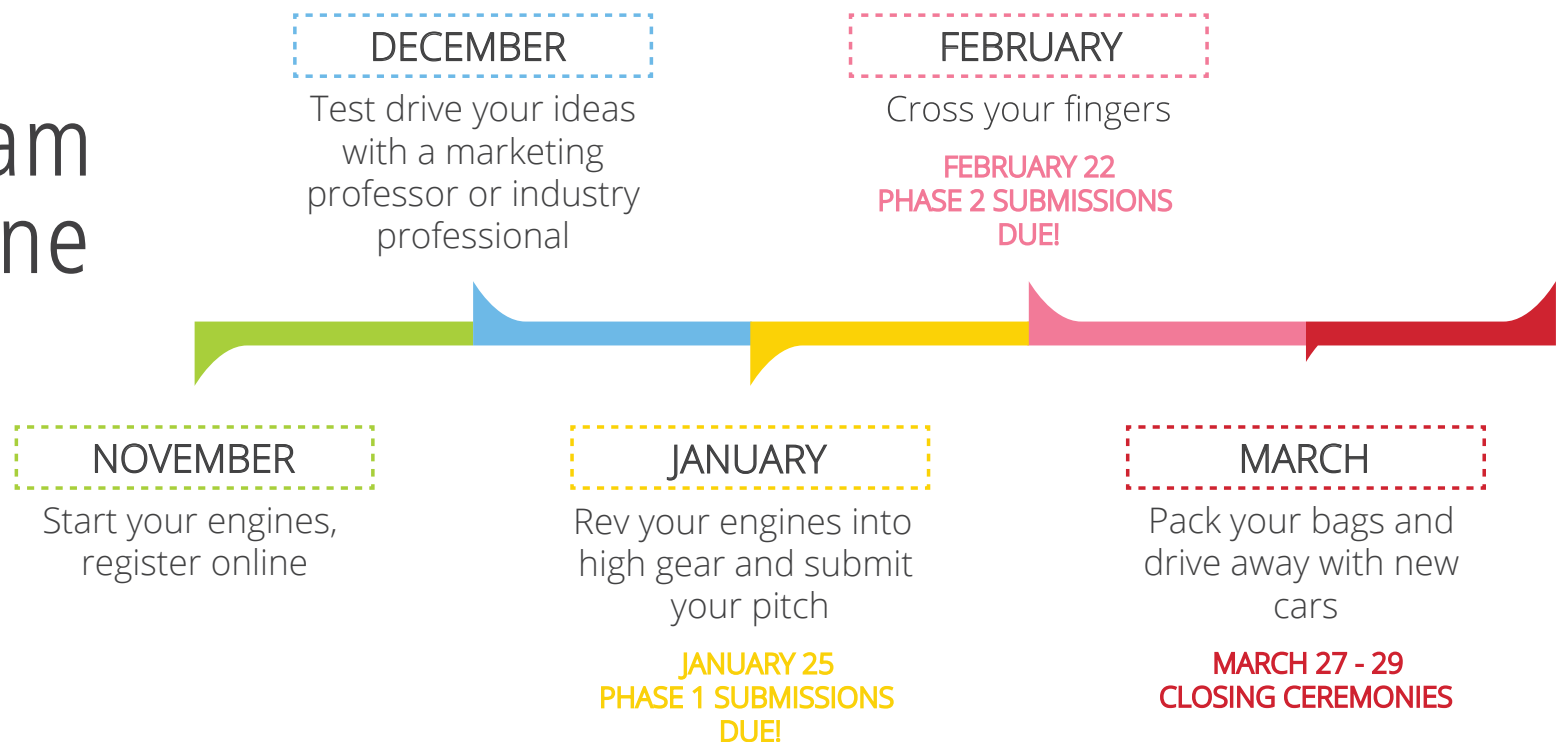


### Final Presentations

Scheduled Mar. 27-29

The Top 10 Teams present their solutions in front of our judges consisting of industry, academia and invited guests in downtown Toronto.

## Program Timeline



# The Exec Life... Get Used To It.

Take a glimpse back to Phase Three from last year's competition and relive the moment. The Top Ten were presented with an all-inclusive trip to Toronto, rewarded with alumni encounters, industry networks, career meet-and-greets, cars, awards and a ton of fun.



Monica Walker  
Winner 2007  
Queen's University



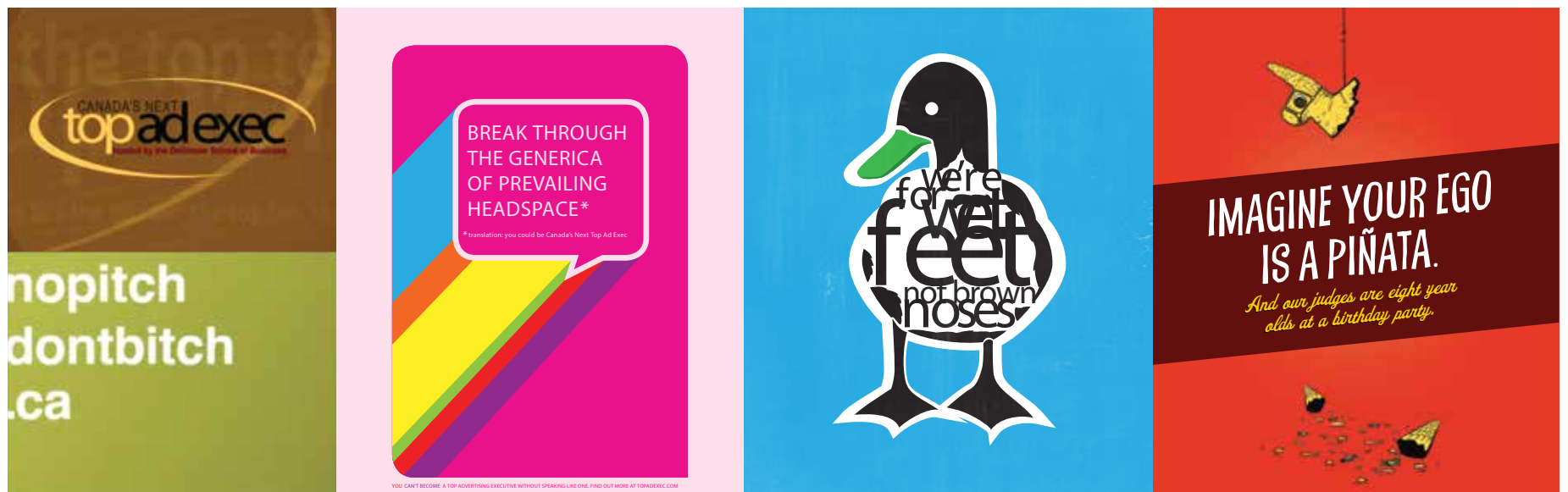
## FAST FACT

Monica Walker was the first winner of Canada's Next Top Ad Exec, starting a trend of dominance for Queen's University.

# #10YearsOfWins

Turning ten this year, Top Ad Exec looks to continue its success as a platform that connects students, academia and industry. These past nine years speak to Top Ad Exec as a proven means for career launches, seeking worthy recognition, connecting with the brightest marketing minds and affiliation with established business leaders. It continues to create alliances that cause success for students and brings new generation thinking to industry partners. In a way unlike any other, Top Ad Exec has grown to not only be a platform but a crown that proves capabilities beyond doubt.

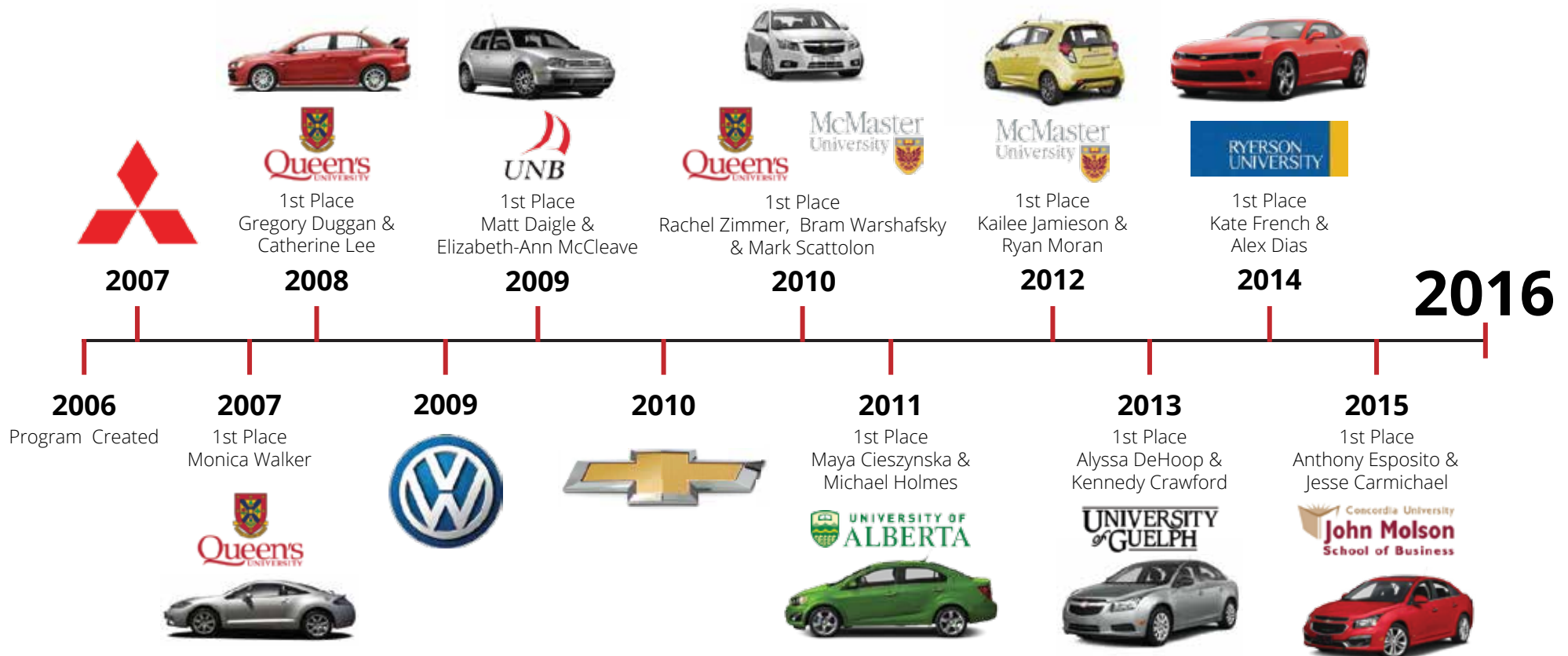
From the archives: Creative Campaigns from the Past



With 10 years of excellence in past alumni, executives and sponsors, Canada's Next Top Ad Exec is here to stay.

# #RealWorldWins

18 cars awarded...



60 career beginnings awarded...

and over \$500,000+ in prizing.

Alex Dias Ryerson University	District Manager Chevrolet Canada	Taylor Kline St. Francis Xavier University	Strategic Marketing Coordinator Canadian Tire
Sarah Shelast University of Alberta	Assistant Marketing Manager PepsiCo Canada	Michael Holmes University of Alberta	Global Assistant Brand Manager Procter & Gamble
Jasmine Tomczak McMaster University	District Manager Chevrolet Canada	Natalya Dyubanova McMaster University	Assistant Brand Manager General Motors
Ashton Dewar University of Manitoba	Emerging Marketers Program Canadian Tire	Jacky Li York University	Client Advocate EnviroNics
Amanda Chan Western University	Emerging Marketers Program Canadian Tire	Fareha Zakir University of Toronto	Assistant Advertising Manager General Motors



# Impact on Campuses



**JOHN MOLSON**  
**SCHOOL OF BUSINESS**



Montreal, Wednesday October 14, 2015

**Subject: Recipient Testimonial of the CMA Career Centre Award following the 2015 edition of Canada's Next Top Ad Exec Competition**

Dear Committee Members of the CMA Career Centre Award 2015,

The Career Management Services (CMS) team at Concordia University's John Molson School of Business is most grateful for the \$5000 Career Centre Award from the 2015 Canada's Next Top Ad Exec and the Canadian Marketing Association. The impact of the funding was tremendous as it enhanced the diversity and effectiveness of our online resources for student/alumni job seekers.

Due to CMS' own financial limitations, we did not subscribe to any resource that specifically addressed Management Consulting applications and recruitment preparation. Following a student request for a solution of this nature, the gift was used to purchase "Management Consulted", an online tool to increase the competitiveness of students seeking employment in Management Consulting. User feedback has been extremely positive and has yielded concrete results. Several students were called for interviews and one particular student was presented with multiple offers at the world's top two firms.

For this reason, I wish to thank all the stakeholders who made this gift possible. Your generosity has not only made a huge difference in our service delivery but has also made some very ambitious student career aspirations into reality.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Mai-Gee Hum".

Mai-Gee Hum, Director Career Management Services  
Concordia University, John Molson School of Business

# Canada's Next Top Ad Exec is more than just a competition. **We are a community.**

As a program that strives to move beyond the traditional and ordinary, Canada's Next Top Ad Exec has developed a significant following across universities and industry. Participation has almost always fostered a lasting relationship with alumni, as they essentially develop a sense of identity with the core values of the program, leading to a number of alumni and other stakeholders assuming mentorship roles through the competition. Witnessing the effects Canada's Next Top Ad Exec has had on its alumni has created a plethora of devoted and well-regarded stakeholders. Many of whom have devoted themselves to the success of this program.



## FAST FACT

The idea for Canada's Next Top Ad Exec was born in 2005. Envisioned by Mandeep Malik, Assistant Professor of Marketing at the DeGroote School of Business, the program started with two simple goals: to initiate new conversations between industry and academia, and give students of marketing a platform to test their limits.

A flashback in time  
with our old logo,  
and our new ones.



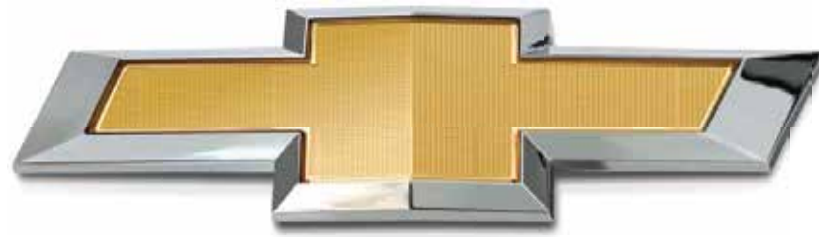
2007



2015/16



# Our Program Partners



**CHEVROLET**



MacLAREN McCANN



i'm lovin' it®



**PEPSICO**  
CANADA



Cascades Recovery Inc.



**ENVIRONICS**  
ANALYTICS

**yconic.**

DeGroote  
SCHOOL OF BUSINESS  
EDUCATION WITH PURPOSE



**FluidReview™**



barrettandwelsh

**AWAKE** CHOCOLATE  
CAFFEINATED CO  
LATE™




• ART AND SCIENCE •

# Campus Account Managers

## What is a Campus Account Manager?

A Campus Account Manager (CAM) is an advocate for the program who becomes an active co-producer in the execution of the program on their campus. In the past few years, we have attracted CAMs from over 30 campuses from east to west.



“ I never could have been exposed to the industry in the way I was before Top Ad Exec. The real prize is the feeling you get when you break into the industry you’ve been trying to break into for the first time. ”

- Derek Elliot  
2nd Place CAM & Career Beginning Recipient  
University of Winnipeg

# The Judging Panel - 2015

The credibility of the competition is manifested by the panel's efforts to maintain high standards in evaluation, fairness, confidentiality and integrity of award criteria. Top Ad judges span across the country to bring a wealth of experience and knowledge to the program. The panel of over 80 judges across the 3 phases come from industry leaders representing top brands and academic experts from Canadian universities.

Judge	Position	Company
Jason Easton	Director - Strategy and Business Transformation	GM
Hossein Hassani	Director Of Enterprise Marketing	GM
Anita Ross	Manager Corporate Programs	GM
Paul Bailey	Chevrolet Canada Advertising Manager	GM
Danielle Ellis	Customer Marketing Specialist	GM
Natalie Nankil	Media Relations Manager	GM
Nick Turney	Group Account Director	MacLaren McCann
Jason Grabinsky	Vice President Group Business Lead	MacLaren McCann
Dave Stubbs	VP, Group Creative Director	MacLaren McCann
Jason Blanchette	VP, Marketing	Canadian Tire
Susan O'Brien	VP, Marketing	Canadian Tire
Anthony Wolf	AVP, Private Label Brands	Canadian Tire
Christine Kalvenes	Chief Marketing Officer	PepsiCo
Glen Steeves	Entrepreneur, McDonalds Franchisee	McDonalds
Rob Henderson	President & CEO	Yconic
Rupen Seoni	Vice President	Environics
Marla Spergel	Education and Strategy Consultant NHL Alumni	Ryerson University
Pallavi Sodhi	Executive Vice President & Partner	York University
Ishan Ghosh	Partner and CEO	Barrett and Welsh Inc.
Adam Green	Vice President	Arts and Science



# ALUMNI HIGHLIGHTS

Lauren Burke

"You get so much more out of it than you put into it."  
- David Sherrard, McMaster University, 2nd Place 2007  
and currently at Mercedes-Benz Canada



"Going through this program single-handedly changed the course  
of my own career and where I ended up."  
- Maya Cieszynska, University of Alberta, Winner 2011  
and currently at THP Agency

"Top Ad Exec really opened the doors for my career."  
- Veronica Yeung, University of British Columbia, Finalist 2012  
and currently at PepsiCo Canada



"I came for the car, stayed for the experience and left with a job."  
- Alex Dias, Ryerson University, Winner 2014  
and currently at General Motors



## FAST FACT

In 2010, GM declared a tie for first place for the first time ever and awarded THREE CARS that year to the winners!



Mark Scattolon  
Co-Founder, Hangry  
Winner 2010



Kelsey Cole  
President, Multivitamin Media  
Top 10 Finalist 2011



Mark was crowned as Canada's Top Ad Exec in 2010, earning his very own Chevrolet Cruze. Mark is an award-winning account professional with strengths in marketing and strategic management.

One glance at Mark's resume and you'll quickly realize that this bright and talented individual does not accept the status quo – he is a fierce entrepreneur, recently creating an app, Hangry, which has appeared on CBC's Dragon's Den, scoring a \$120,000 deal.

Since becoming a finalist of Canada's Next Top Ad Exec in 2011, Kelsey Cole has embarked on a spree of accomplishments with determination and commitment.

As a former public relations associate at Revlon Canada and one of Marketing Magazine's Top 30 Under 30 for 2014, she has recently launched her own agency called Multivitamin Media. Billed as a "one-pop shop", the boutique agency focuses on three areas: digital, communications and entertainment – the latter of which includes sponsorships and celebrity endorsements.





Bram Warshafsky  
Partners, 5Crowd  
Winner 2010



In 2010, Bram Warshafsky from Queen's University placed first and became Canada's Next Top Ad Exec. Bram has worked as Associate Brand Manager for Neutrogena Skin ID and later Johnson's Baby, and as Manager of Digital Marketing for the company.

Bram has been listed in Marketing Magazine's Top 30 Under 30 for the year 2014. In February 2014, Bram decided to open his own business with co-winner Rachel Zimmerman called 5Crowd. Based out of Toronto, 5Crowd is an online "crowd" of top marketing freelancers that companies are able to connect with to find the perfect person / solution for a specific job.



Ryan Moran  
Vice-President, CoMotion Group  
Winner 2012



Ryan is currently Senior Manager of Marketing with the Niagara Parks Commission, as well as the Vice-President of CoMotion Group, founders of Hamilton's largest coworking space, CoMotion on King. Ryan competed in Canada's Next Top Ad Exec and won while completing his MBA at the DeGroote School of Business.

CoMotion is a 10,000 square foot space dedicated to entrepreneurs looking for a single desk, or for existing tech or professional services firms looking to book multiple offices. The venture built off the idea of surrounding yourself in a diverse, eclectic, and innovative environment to help build your business.

# Let's Be Friends!



TopAdExec



On behalf of all of us here at Canada's Next Top Ad Exec, we look forward to keeping in touch and working with you.

If you have any general inquiries or questions regarding how you can be involved, please do not hesitate to reach out to us by emailing [info@topadexec.com](mailto:info@topadexec.com) or visit our website at [www.topadexec.com](http://www.topadexec.com) to learn more.



## FAST FACT

The DeGroot School of Business, at McMaster University in Hamilton, is the headquarters of Canada's Next Top Ad Exec. The program is managed for students by students.



[www.topadexec.com](http://www.topadexec.com)