

- 9:00AM **Doors Open** (Light breakfast)
- 9:30 - 9:45 AM **Welcome Presentations**
- Overview of the Day / Sponsor Acknowledgment, Kelly Lovell
 - Introductory Remarks, Toyota Tsusho
- 9:45 - 10:15AM **Keynote: Changing the Face of Innovation**
Presented by **Kelly Lovell**, CEO, Lovell Corporation

SESSION 1 **The STEM Shift: How Today's STEM Innovation is Changing the Future of Work**
A deep dive into the impact and opportunities created by frontier discoveries and technology innovation such as VR/AR, Blockchain, AI and future science.

10:15 - 10:20 AM **Opening Remarks:** Feridun Hamdullahpur, President, University of Waterloo

- 10:20 - 10:50 AM **Session 1 Panel**
- **Moderator: Bonnie Schmidt**, President and Founder, Let's Talk Science
 - **Julie Smithson**, COO, MetaVRse and Co-Chair, VR/AR Association Education Committee
 - **Carolyn Van**, Director, Program Design, Canada Learning Code
 - **Erin Buchanan-Gelinas**, Chief Production Engineer of Vehicle Planning and Production Engineering, Toyota Manufacturing North America Inc.
 - **Deborah MacLatchy**, President, Wilfrid Laurier University

BREAK

SESSION 2 **Branding and Business Strategy in the Digital Age**
How young women can develop a strong personal brand and overcome the challenges of establishing their careers in the age of social media and the "always on" economy.

- 11:00 AM -11:15 AM
- Introduction to the forum's **Digital Detox Program**
 - **Opening Keynote:** the neuroscience and benefits of a mindful business practice - **Brandi Veil**, CEO of *Being Investments and Being Media Group*

- 11:15 AM - 11:50 AM **Session 2 Panel**
- **Moderator: Nancy Vonk**, Marketing Hall of Legends winner and Co-Founder of SWIM
 - **Alexandra Beth**, Lifestyle/Beauty YouTuber, and Self-Esteem Advocate
 - **Sarry Zheng**, Innovation and Engagement Consultant, Canada's Free Agents
 - **Stephanie Varalli**, Co-CEO, Head of Media, Women of Influence

11:50 AM -12:15 PM **Keynote: Gender and the Future Workforce**
Data-driven insights on the gender-based career shifts of young talent under the age of 35—to understand how digitalization and globalization are changing the career landscape.
Presented by **Lovell Corporation**



**Agenda times between session may vary slightly*

12:15 - 1:15 PM

LUNCH

12:45 - 1:15 PM

Lunch Activities

- *Mentor Chats (downstairs)*—individual table Q&A and “ask me anything” sessions for attendees to connect with speakers and VIP guests.
- *Digisplay Activities (upstairs)*—interactive games and innovation activities as part of our digital detox programming

SESSION 3

Candid Career Conversations With Women in Leadership

Insights from women in decision-making roles on how to rise to the top and lead transformation.

1:15 - 1:20 PM

Opening Remarks: **Hon. Elizabeth Dowdeswell**, Lieutenant Governor of Ontario

1:20 - 2:00 PM

Session 3 Panel

- *Moderator:* **Kelly Lovell**, CEO, Lovell Corporation
- **Hon. Elizabeth Dowdeswell**, Lieutenant Governor of Ontario
- **Beverly Altberg**, President, Lean In Canada and CMO, Shfyf International
- **Brenda Halloran**, Chair of the Board Startup Canada and former mayor of Waterloo
- **Stephanie Pollard**, VP Administration, Toyota Motor Manufacturing Canada

2:00 - 2:05 PM

Special Remarks: **Hon. Bardish Chagger**, Government House Leader, Canada

2:05 - 2:20 PM

Keynote: Women’s Leadership Connections

What it takes for women in business to ‘lead the way’ and empower inclusive innovation in the workplace.

Presented by **Millie Marshall**, President, Toyota Manufacturing Indiana, Inc.

BREAK

SESSION 4

Female Founder Pitch Challenge Sponsored by Toyota Tsusho

See how emerging female founders under the age of 35 are leading innovation. Watch the Top 10 finalists of the pitch challenge present live to Toyota Tsusho leadership panel to win up to \$3500 cash to scale their venture.

2:30 - 3:30 PM



TOYOTA TSUSHO

Judging Panel

- **Oscar Mak**, Group General Manager, Strategic Planning and New Business Development
- **Charity Barnes**, Vice President, Information Technology
- **Jim Blyth**, VP and Deputy Division Head, Chemicals and Electronics Division
- **Vanessa Buckley**, Senior Compliance Manager
- **Mario Giannini**, Senior Project Manager, New Business Development
- **Kai Fahrback**, Senior Manager, New Business Development

3:30 - 3:45 PM

Pitch Essentials

Advice on how to position your next pitch and overcome common challenges to secure investment.

4:00 - 5:00 PM

Innovation Interactive: The BRAIN

Special effects, video games, optical illusions and interactive displays, to show how the brain functions—and sometimes—malfunctions.

**Actual agenda times between sessions may vary*

KELLY LOVELL *MC and Event Host*

Founder, BridgingTheGap Forums, and CEO, Lovell Corporation

A 16-time award-winning entrepreneur, Kelly Lovell is “BridgingTheGap” to prepare young talent for the future of jobs and solve global challenges. She is a 3-time TEDx speaker, Co-Director of the United Nations’ Youth-led Innovation group for Blockchain for Impact, and CEO of Lovell Corporation. Lovell’s work has been recognized by the President of the United Nations’ General Assembly, former heads of state and representatives of the G7, G20 and the High–Level Political Forum. Putting Lovell’s BridgingTheGap™ insights in action, her most recent brand portfolio company, MyEffect, seeks to address the skills gap and youth employment. MyEffect’s proprietary digital tools track and regulate the assessment of lifelong learning experiences gained outside of the classroom—a solution that will make future skills education accessible to all. Kelly Lovell’s accolades include Startup Canada’s Young Entrepreneur of the Year, LinkedIn’s Top Millennial Influencer in Entrepreneurship, Young Female Entrepreneur of the Year Silver Stevie Winner, Canada’s Most Powerful Women: Top 100, Canada’s Top 20 Under 20, Queen Elizabeth II Diamond Jubilee Medal Recipient, the Governor General’s Sovereign’s Medal for Volunteers, and the Queen’s Young Leader award which was presented to Lovell by Her Majesty the Queen at Buckingham Palace.



HONORARY SPEAKERS

HON. ELIZABETH DOWDESWELL

Lieutenant Governor of Ontario

Elizabeth Dowdeswell’s eclectic public service career has spanned provincial, federal and international borders, and has transcended disciplinary and sectoral lines. Prior to her appointment as lieutenant governor in 2014, she was the president and CEO of the Council of Canadian Academies, and held other notable roles including head of the Atmospheric Environment Service for Canada, executive director of the UN Environment Programme and Under-Secretary-General of the United Nations, headquartered in Nairobi, Kenya. An Officer of the Order of Canada, Ms. Dowdeswell holds 11 honorary degrees.



HON. BARDISH CHAGGER

Government House Leader, Canada

Bardish Chagger was elected as the Member of Parliament for the riding of Waterloo in 2015 and was named as Minister of Small Business and Tourism by Prime Minister Justin Trudeau later that year. In 2016, Bardish Chagger became the first woman and visible minority Canadian to be appointed Government House Leader in the House of Commons. Prior to becoming MP for Waterloo, she worked at the Kitchener-Waterloo Multicultural Centre, which assists new Canadians as they transition to full participation in their communities. She also worked with other agencies to offer an annual Global Skills Conference, introducing foreign-trained professionals to related professions and assisting them with finding meaningful employment.



SESSION 1: STEM INNOVATION SPEAKERS

FERIDUN HAMDULLAHPUR

President and Vice-Chancellor, University of Waterloo

Feridun Hamdullahpur has been an engineer, educator and leader over the span of his more than 35-year career in research and higher education, and has served as the sixth president and vice-chancellor of the University of Waterloo since 2010. A professor of mechanical engineering, he holds a PhD in chemical engineering from the Technical University of Nova Scotia after earning bachelor's and master's degrees in mechanical engineering from the Technical University of Istanbul. In 2015, he was appointed chair of the new Leadership Council for Digital Infrastructure, an ambitious initiative to build a world leading digital infrastructure ecosystem for Canada. He is also proud to have been one of ten global university presidents appointed to the United Nations' HeforShe Impact 10x10x10 campaign to engage boys and men in the cause of gender equity. In acknowledgement of his leadership in education and innovation, he was awarded the Queen Elizabeth II Diamond Jubilee Medal in 2013.



BONNIE SCHMIDT, CM, PHD, FRSC

Founder and President, Let's Talk Science

Bonnie Schmidt is the founder and president of Let's Talk Science, an award-winning, national charitable organization she started in 1991 while completing a PhD in Physiology at Western University. Let's Talk Science helps children and youth fulfill their potential and prepare for their future careers and citizenship role by supporting their learning through STEM engagement. For her efforts in education and youth development, Bonnie was named a Member of the Order of Canada in 2015 and a Fellow of the Royal Society of Canada in 2018 and has received the Queen's Diamond Jubilee Award. Currently, she serves as chair of the National Leadership Taskforce on Education & Skills for the Information and Communications Technology Council (ICTC) and on Mitacs Science Policy Fellowship Advisory Committee.



CAROLYN VAN

Director, Program Design, Canada Learning Code

Carolyn believes that learning computational thinking skills equips us with the tools, knowledge, cognitive abilities, perspectives and mindset to create change. At Canada Learning Code, she oversees the design of beginner-friendly technology education for learners across Canada through Ladies Learning Code, Kids Learning Code, Girls Learning Code, Teens Learning Code and Teachers Learning Code. With the Canada Learning Code vision in mind, Carolyn is working on designing, building, growing, partnering with accessible technical education experiences for Canadians. She wants all Canadians to be able to take part in the ever evolving and growing digital world.



JULIE SMITHSON

COO MetaVRse and Co-Chair, VR/AR Association Education Committee

Julie leads the MetaVRse team operationally through technical development and execution using augmented and virtual realities to bring evolutionary products and experiences first to market. In a fast-paced high-tech industry, she builds new technologies such as a WebAR for retail, augmented reality travel portals and virtual reality as it evolves into enterprise solutions.



DEBORAH MACLATCHY

President and Vice-Chancellor, University of Waterloo

Deborah MacLatchy is a distinguished biologist with extensive experience in research, teaching and administration. Prior to her role as Laurier's president, she served as dean of Laurier's Faculty of Science from 2007 to 2009 and as provost and vice-president: academic from 2009 to 2017. Before joining Laurier, she spent 13 years at the University of New Brunswick as a faculty member, director of the university's International Office and dean of Science, Applied Science and Engineering. MacLatchy is a champion for women in STEAM and supported the creation of the Laurier Centre for Women in Science. Last year, she was an active participant in International Day of the Girl, hosting a high school student from Milton who became 'president for a day' at Laurier.



ERIN BUCHANAN-GELINAS

Chief Production Engineer - Vehicle Planning & Production Engineering, Toyota Motor Engineering & Manufacturing North America Inc. (TMNA), Canada Branch Office (CBO)

Erin Buchanan-Gelinas oversees pre-production preparation projects for all new vehicle model introductions to TMMC. She joined Toyota in 2001 as an Engineering Specialist in the assembly engineering department of the GM-Toyota Joint Venture company, New United Motor Manufacturing Inc. (NUMMI), and was rotated to paint engineering in 2005. In 2010, she transferred to TMMC in Cambridge, Ontario in the Corolla paint technical department. Most recently, Buchanan-Gelinas served as assistant general manager of the Corolla manufacturing assembly department. Prior to NUMMI & TMMC, she was employed by General Motors Corporation in their Bowling Green Corvette assembly plant in the paint engineering department. Buchanan-Gelinas holds an Honours Bachelor of Applied Science degree in Chemical Engineering from the University of Waterloo.



SESSION 2: BRANDING AND BUSINESS STRATEGY SPEAKERS

BRANDI VEIL

Founder & CEO, Being Investments Company & Being Media Group

With over a decade in personal development, Brandi saw a need for a shift in the leadership role as a key component for change. Brandi's executive coaching and CEO mentorship program not only helps her clients in business development, but sets a mindful practice as the foundation. She has worked with Michale Beckwith, P!nk, Steve Aoki, LeBron James, Jackie Chan and many more producing and developing events, marketing, PR and educational platforms as 'edutainment'. Brandi has spent her life studying western to eastern philosophies: She is a certified holistic health practitioner in yoga, meditation, quantum field energetics (including Reiki) and NeuroLinguistics Integrative Therapy (NLP), and is focused on educating groups on the importance of daily practice as a step towards social and global goals for a better world.



NANCY VONK

Co-founder and Partner, Swim

Nancy Vonk is co-founder of Swim, a leadership skills lab for creative companies around the globe who want to develop fearless leaders. Prior to this Nancy was co-chief creative officer of Ogilvy Toronto with her partner Janet Kestin. In her 13 years in the role her team won two Cannes Grand Prix, a Grand Clio and was behind ground-breaking work like the Dove Campaign for Real Beauty and "Diamond Shreddies". Nancy was the first female chair of the Art Director's Club of New York in their 87 year history. In 2012, Nancy and Janet were recognized by Advertising Age among the Top 100 Most Influential Women in Advertising and inducted into the Marketing Hall of Legends in 2011. Together, they're authors of Pick Me, a staple in advertising schools from Texas to Turkey, and Darling, You Can't Do Both (And Other Noise To Ignore On Your Way Up), a guide to breaking the invisible rules of business that trip women up.



ALEXANDRA BETH

YouTuber and Self-Esteem Advocate

Alexandra is a YouTube lifestyle vlogger who is known for her AlexandrasGirlyTalk channel—featuring leading edge beauty and lifestyle videos. At the age of 23, she has garnered 2.2 million subscribers to her channel and her most popular video has amassed more than 8 million views. Fascinated with the female experience pertaining to beauty and self care, Alexandra uses her platform to empower young women to love themselves and build confidence in their everyday lives.



SARRY ZHENG

Innovation and Engagement Consultant, Canada's Free Agent

Sarry is an Innovation and Engagement Consultant at Canada's Free Agents. She works on social impact projects that transform business using data and design in the public sector. Previously, she led projects in the education, ecommerce, and creative industries, where she worked closely with startup founders, academics, and industry leaders. She supported the design of a business course on global product development and corporate innovation. She is passionate about using digital experience to transform lives and in emerging markets, having lived in San Francisco, Beijing and São Paulo



STEPHANIA VARALLI

Co-CEO and Head of Media, Women of Influence Inc.

Guiding the Women of Influence's print, digital and social media channels, Stephania is able to dedicate her time to two of her passions: women's advancement and engaging content. Beginning her career in marketing and advertising, Stephania ventured into entrepreneurship with a role at Sweetspot, a Toronto-based email newsletter. As the company's first employee and a minority owner, she was integral in the growth and development that followed: In four years, Sweetspot.ca became Canada's leading lifestyle site for women aged 25-52. After the sale of Sweetspot.ca to Rogers Communications, Stephania pursued a freelancing career, splitting her time between copywriting, digital strategy and a managing editor position at Adventura. Taking the concept of remote office to a new level, over six years she settled into more than ten countries and worked with a broad list of clients, including industry leaders in the technology, communications, consumer goods, financial and manufacturing sectors.



SESSION 3: WOMEN IN LEADERSHIP SPEAKERS

BEVERLY ALTBERG

National Board President, Lean In Canada and CMO, Shift International

At Shyft, a blockchain-based ecosystem that enables attested data transfers in a marketplace setting, Beverly is responsible for identifying the overall company value proposition, generating demand and establishing a sound marketplace presence. Before Shyft, Beverly served as vice-president, marketing, product management, pricing and e-commerce at Acklands-Grainger and senior director, merchandising and merchandising planning operations at Target Canada. Her main areas of expertise are in corporate strategy, marketing and brand building, operational excellence and talent development. Bev holds an MBA with a concentration in marketing and strategy from the Ross School of Business at the University of Michigan and an Honours Bachelor of Arts in Economics from Valparaiso University. Beverly also serves as national president of the board of Lean In Canada, a community of professional women empowering each other to build purposeful and fulfilling careers, as well as an advisor to Paays Financial.



BRENDA HALLORAN

Board Chair, Startup Canada

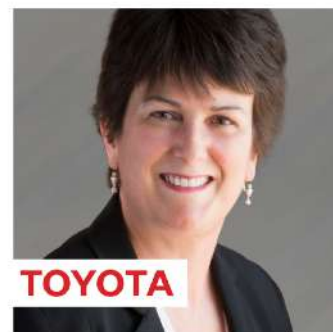
Brenda is the former mayor of Waterloo for eight years and was responsible for Waterloo winning the Most Intelligent Community Award in 2007 and IBM's Smarter City Challenge in 2012. She currently serves as chair of the board of Startup Canada as well as chair for Waterloo's GroYourBiz chapter, a national peer-to-peer advisory board program to help women take their businesses to the next level.



STEPHANIE POLLARD

Vice President of Administration, Toyota Motor Manufacturing Canada (TMMC)

In her role as vice president, Stephanie Pollard oversees human resources, finance, corporate planning, information systems, production control and purchasing. She joined TMMC in 1989 as a specialist in the finance department and was rotated to human resources in 2001. In 2004, she transferred to TMC in Japan for a two-year assignment in the global human resources department. Most recently, she served as general manager of the production control department. Ms. Stephanie holds an Honours Bachelor of Commerce degree and Master of Business Administration from McMaster University in Hamilton, Ontario.



MILLIE MARSHALL

President, Toyota Motor Manufacturing Indiana, Inc.

Millie Marshall is president of Toyota Motor Manufacturing, Indiana in Princeton, Indiana, and is the first female president globally for Toyota Manufacturing. She is responsible for all production and administrative functions at the manufacturing facility, which produces the Toyota Highlander, Highlander Hybrid, Sienna, and Sequoia. Prior to this, she served as president of Toyota Motor Manufacturing, West Virginia, Inc., a unit of Toyota Motor Engineering & Manufacturing North America, Inc. In 2015, Marshall was named one of Automotive News' 100 Leading Women in the North American Auto Industry.



SESSION 4: TOYOTA TSUSHO'S PITCH CHALLENGE

TOP 10 FINALISTS

- ★ **Lucy Cullen**, Terus
- ★ **Stephania Stefanakou**, House of Anesi Inc.
- ★ **Jesse Donaldson**, SucSeed
- ★ **Aurora Torrijos**, Nebula
- ★ **Aliya Kassamali**, Karus Health
- ★ **Chelsea Mazur and Eva Parrell**, Peoples Product
- ★ **Rachel Thompson**, Marlana Books
- ★ **Charrie Ray**, PawPrint (SiliconBrane Inc)
- ★ **Alwar Pillai**, Fable Tech Labs
- ★ **Rashmi Bhambhani**, Summatti

TOYOTA TSUSHO JUDGING PANEL

- **Oscar Mak**, Group General Manager, Strategic Planning and New Business Development
- **Charity Barnes**, Vice President, Information Technology
- **Jim Blyth**, Vice President and Deputy Division Head, Chemicals and Electronics Division
- **Vanessa Buckley**, Senior Compliance Manager
- **Mario Giannini**, Senior Project Manager, New Business Development
- **Kai Fahrbach**, Senior Manager, New Business Development