

# The Craft of Coffee Conference



## **Michael Conway**

Executive Vice President and President,  
Starbucks Coffee Canada

Michael Conway is executive vice president and president, Starbucks Canada, with leadership for the Starbucks business and operations in country, including company-owned retail stores, licensed stores, and the foodservice channel. Michael is known for his strategic planning and operational excellence and as a leader who lives our Company Mission and Values.

Previously, Michael served as executive vice president and president for Starbucks Licensed Stores business for the United States and Latin America and was responsible for the region's more than 6,000 licensed stores. He has worked in partnership with other Fortune 500 companies to ensure that the Starbucks brand is positioned to exceed the expectations of its customers across multiple segments, including: retail, travel, college and university, and hospitality.

Prior to his role overseeing Starbucks Licenses Stores in the U.S. and Latin America, Michael served as president of Starbucks Global Channel Development, where he spent three years focused on driving the growth of Consumer Packaged Goods (CPG), Foodservice, Licensed Stores, and International channels of business.

Before joining Starbucks in March 2013, Michael was Worldwide President of McNeil Nutritionals, a division of Johnson & Johnson that marketed innovative nutritional consumer products like SLENDA No Calorie Sweetener, LACTAID, VIActiv and BENECOL. Before being appointed Worldwide President, Michael held several key roles at McNeil leading the company's business units in the U.S., Canada, Latin America, Europe, and Asia-Pacific.

Earlier in his career as Vice President of Marketing at Campbell Soup Company, in the U.S. soup group Michael oversaw the company's \$1 billion soup franchise and launched the most successful new product platform in Campbell Soup's history – microwavable cups and bowls. During his 10 years at Campbell Soup, Michael held numerous strategic and marketing positions, including two years based in Brussels with responsibility for European marketing strategy. Prior to joining Campbell Soup, Michael worked at Kraft General Foods in marketing and at Bain & Company, a global business consulting firm.

Michael holds a B.A. from Duke University, where he was captain and an All-America player on the lacrosse team, and holds a MBA from The Wharton School of the University of Pennsylvania. He serves on the Board of Directors of McCormick & Company, Incorporated.

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**Claudio Gemmiti**  
Chief Innovation Officer,  
Club Coffee

**Claudio Gemmiti, Chief Innovation Officer** at Club Coffee LP has over 30 years of experience in the consumer packaged goods industry, having held senior innovation, marketing and brand management positions at Procter & Gamble, Loblaw Companies and Club Coffee. Claudio has helped nurture and grow some of the largest brands in Canada and worldwide with a combination of consumer insight, strategic thinking and technological breakthrough.

At Club Coffee, Claudio leads the company's current innovation agenda and has made the company a coffee innovation leader, particularly in the single serve segment. With a full assortment of coffees, teas and milk-based pods, serving brands like President's Choice, McCafe and Tim Horton's, Club Coffee delivers a full offering of products for retailers, brand owners and food service customers across North America.



**Chad Finkelstein**  
Partner,  
Dale & Lessmann LLP

**Chad Finkelstein** is a partner and registered trademark agent in Dale & Lessmann's Corporate Commercial Group and founder of the firm's cannabis law practice group. Chad's practice includes all areas of business law with an emphasis on franchise law, licensing and distribution, intellectual property law, cannabis law, advertising and marketing law and gaming law. Chad is an advisor to domestic and foreign franchise companies, brand owners, restaurants, manufacturers, distributors, licensors, advertisers, marketers, gaming operators and IT service providers. He is a frequent writer and speaker for industry publications and events, including contributing a regular column on branding legal issues to the National Post and Restaurants Canada. Chad has been recognized as a leading franchise lawyer in Canada by Who's Who Legal: Canada, Lexpert, Chambers, The Best Lawyers in Canada and Franchise Times.



**Josh Lyon**  
VP, Marketing &  
Partnerships, Hiku

**Josh Lyon** is the Vice President of Marketing and Partnerships at Hiku, Canada's preeminent cannabis brand-house.

A storyteller by nature, Josh most recently founded and ran a company focused on health and wellness in the office place. A proven strategist, Josh led the Global Consumer Insights Division at IMI International, a marketing consulting and research firm. Here he studied consumer behaviour and worked with Fortune 100s and 500s, agencies and properties on how best to reach, engage and incent their customer base. Getting his start in marketing at DDB Canada, Josh graduated with Great Distinction from the internationally recognized Desautels Faculty of Management at McGill University.

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**Kathrine Löfberg**  
Chair  
Löfbergs

**Kathrine Löfberg** has coffee in her veins. She is the chairman of the board of AB Anders Löfbergs, which is one of the biggest family-owned coffee roasters in the Nordic countries. The company was founded in 1906 by her great-grandfather.

Kathrine Löfberg has studied economics at Pepperdine University in Los Angeles, USA, as well as communication and marketing at Berghs School of Communication in Stockholm, Sweden. She has worked with FX and fixed income trading at Handelsbanken in Sweden and Luxembourg. She was also project manager at Icon Medialab before she started working at Löfbergs in 1999.

At Löfbergs, she has been responsible for the company's establishment in Norway. She was also marketing manager and director of communications with responsibility for the group's brands. Kathrine Löfberg has been a part of the group's management team as well. In 2015, she succeeded her father as chairman of the board as a part of a planned change of generations.

Kathrine Löfberg has many years' experience of board work in different companies and organizations. On the boards of International Coffee Partners (since January 2016 as the chairman) and the Löfberg Family Foundation, her interest in sustainability and responsibility for people and the environment will be made justice. The work here is largely about contributing to the possibilities of small-scale coffee farmers to meet the climate changes and improve their living conditions.

Kathrine Löfberg's favourite coffee is Ethiopian Sidamo, a speciality coffee with elegant spiciness and fresh acidity with intense notes of citrus.



**Stéphane Glorieux**  
President  
Keurig Canada

**Stéphane Glorieux** was appointed president of Keurig Canada, a Keurig Dr Pepper Company, in May 2014. He joined the company in 2012 as Vice President, Operations. Prior to joining Keurig Canada, he held various leadership positions of increasing responsibility at Kraft Food France and Kraft Canada, Inc. where he gained extensive operational experience from plant management to supply chain and logistics.

A graduate of École Polytechnique de Montreal, Stéphane received a Mechanical Engineering degree and also holds a Master's in Business and Administration from McGill University.



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**Solange Ackrill**  
VP of Marketing and  
Corporate Strategy,  
Club Coffee

**Solange Ackrill** has built a reputation as a brand strategy innovator with a deep understanding of the food retailing environment, with some of the giants of the industry including Walmart, Loblaws and Maple Leaf Foods. Solange has led teams and contributed to major strategic initiatives that have generated profitable results by anticipating and aligning effectively with rapidly-changing shifts in the market. She is currently applying her wide range of research and analytical strengths at Club Coffee in Toronto. As the VP of Marketing and Corporate Strategy, and part of the Executive Leadership team, Solange is playing a central role in focusing the company's resources towards driving sustainable growth. With Club Coffee's launch of the world's first certified 100% compostable coffee pod, Solange is helping connect consumers with the innovation they seek, while building partnerships with a diverse array of innovative coffee brands across North America.



**David Pullara**  
Principal, dp Ventures,  
Hill Street Beverage  
Company

**David Pullara** is a senior business leader with almost two decades of diverse and progressive experience in brand management and strategy. He has a passion for marketing, and spent a decade of his career working with four renowned, consumer-centric, Fortune 500 organizations: Starbucks, Yum! Brands (Pizza Hut), Coca-Cola, and Google.

Currently, David is the Chief Marketing Officer for the Hill Street Beverage Company Inc. (TSXV: BEER), an award-winning producer of alcohol-free wine and beer that will also sell cannabis-infused adult beverages when they become legal for sale in Fall 2019. He is also a Course Facilitator for the Schulich Executive Education Center (focused on Omnichannel Retail), and Principal of dp Ventures -- a company established to manage consulting projects, training and facilitating assignments, and other related business endeavours -- where he was engaged by Mother Parkers Tea & Coffee to explore coffee in the eCommerce space.

David earned his Honors BBA (marketing) and MBA (strategic management, international business) from the Schulich School of Business at York University. He also earned a certificate in "Disruptive Strategy" from HBX | Harvard Business School, and is recognized as a Chartered Marketer by the Canadian Marketing Association (CMA).

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**Jim Downham**  
President & CEO,  
PAC Packaging  
Consortium

**Jim Downham** is a former package manufacturing CEO. Currently he is the CEO of PAC Packaging Consortium and Chairman of LeaderLinx, executive recruiter serving leading packaging companies.

In 2014 Jim was inducted into the Packaging Hall of Fame, is a Passionate Sustainability, Circular Economy and Brand Design Leader. Jim is a member of the 2018 Packaging Hall of Fame Commission.

PAC Packaging Consortium is a nonprofit association that serves global client partners across the packaging value chain to achieve their business objectives. Under Jim's leadership PAC has created several packaging programs including the PAC GLOBAL LEADERSHIP AWARDS; PAC NEXT and PAC FOOD Sustainability Programs; the IFS PAC secure globally recognized food packaging safety standard; IntelliPACK, A Smart Packaging Innovation Catalyst and the PACed Certificate Program.

Jim serves on various packaging nonprofit boards and supports students through packaging design competitions and scholarships.



**Elisa Swern**  
Partner,  
PwC, Consumer Markets

**Elisa Swern**, is a Partner at PwC Canada. She specializes in Consumer Markets which includes Retailers, CPG companies and Quick Service Restaurants. She has extensive industry executive and consulting experience along with a proven track record of both developing and implementing omni-channel strategies in multiple core business functions; from merchandising to supply chain to operations.

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## SPEAKER BIOS



### **Carman Allison**

VP, Consumer Insights  
Nielsen Canada

**Carman Allison** serves as VP of Consumer Insights for Nielsen Canada. Carman has his finger on the pulse of the FMCG landscape and is relied on by manufacturers and retailers to provide them with the consumer insights they need to make strategic and impactful business decisions. With over 28 years of experience, he shares his insights on consumer shopping, attitudes and industry trends through thought leadership reports, industry presentations and his two monthly columns in Canadian Grocer and Grocery Business magazine.



### **Robert Carter**

Industry Advisor  
NPD Group

**Robert Carter** provides key insights and strategy on consumer behaviour, guiding Canadian, U.S., and global manufacturers, suppliers and operator business decisions. He is also Secretary/Treasurer on the CAC Board.



### **Michael Edwards**

Co-Founder  
Dig Insights

**Michael Edwards** is one of four founders of Dig Insights, a market research consultancy that focuses on the food and beverage sector. Prior to Dig Insights, Michael worked at Kraft Foods allowing him to bring a manufacturer perspective to market research. Michael has led the CAC's Drinking Trends study for the past 6 years.



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**Angelo Dodaro**  
Co-Founder and  
Chief Marketing Officer  
ADBANK

**Angelo Dodaro** is the co-founder and Chief Marketing Officer of Adbank, a powerful ad platform built on Ethereum, and is known as one of the world's leading experts on the intersection of creative content and digital advertising. Angelo has run several successful ad campaigns for clients at his agency, Multivitamin Media, and has worked with brands such as Tesla Motors, Cara Foods, TIFF (Toronto International Film Festival) and Mud Hero. Angelo is the Canadian representative and on the Board of Directors for the International Decentralized Association of Cryptocurrency and Blockchain (IDACB) and is an advisor and consultant for several blockchain startups including Celsius Network, WELL and HowDoo. His contributions have led to over \$70 million in ICO funding for 2018 alone.



**Kelsey Cole**  
Chief Strategy  
Officer and  
Managing Partner  
ADBANK

**Kelsey Cole** is Co-Founder, Chief Strategy Officer and Managing Partner of ADBANK - an online advertising platform built on the blockchain to remove middlemen and dramatically reduce the \$50 billion problem of ad fraud using advanced AI technology. Kelsey is a millennial ... and an award-winning marketer, named one of Marketing Magazine's Top 30 Under 30 Smartest Young Thinkers in Marketing. Kelsey delivers creative strategies that bring brands to life by working with the client to create a vision, and then executing to perfection. Her experience ranges from working with Fortune 500 world-renowned brands, such as L'Oreal, Red Bull, Revlon and Tesla to local small businesses that struggle to identify what their brand is. She speaks to the world's leading brands (both on and off stage) to help them understand how to take better advantage of digital technology. As a millennial leader, she focuses on helping others embrace empathy and emotion to connect and spread messages beyond the traditional marketing means. Outside of work, she uses her time to fight for women's rights in and out of the workplace.

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**Keith Mussar**  
**President,**  
Keith Mussar & Associates

**Keith Mussar** is President of Keith Mussar & Associates a food sector consulting firm that helps domestic and international food companies to (i) understand and comply with Canada's regulatory requirements, (ii) minimize the commercial impact of product recalls and CFIA compliance and enforcement action and (iii) develop Canadian market access strategies.

Keith serves on a number of Government of Canada advisory bodies including: the Canadian Food Inspection Agency's Industry Advisory Committee and Health Canada's Food Expert Advisory Committee, which he has co-chaired since 2010. His clients include small and multi-national food manufacturers and importers as well as national trade associations such as the Canadian Association of Importers and Exporters for which Keith serves as the Vice President of Regulatory Affairs.

Keith has over 25 years of industrial experience in product formulation, manufacturing and marketing across a broad range of food categories including: beverages, processed fruits and vegetables, cereals, chocolate and sugar confectionary, seafood and pet food. Recognized for his expertise in food, Keith often testifies, on behalf clients, as a technical expert before the Canadian International Trade Tribunal.

He has a Ph.D. in biochemistry and current holds a faculty position in the School of Health Science at Humber College where he lectures on Canada's food regulatory system. Keith is a past Director of the Canadian Agri-food Research Council.



**Tim McLaughlin**  
**Director, Marketing**  
Steam Whistle Brewing

Tim is passionate about great beer and has been working at Steam Whistle since 2004. He has played a key role in Steam Whistle's growth from a small Toronto community based brewery to its position now as one of the most successful single beer brands in Canada. Known for their "Do one thing really, really well" philosophy Steam Whistle has been able to achieve success in an ultra competitive industry through their focus and commitment to producing one style of beer, a Pilsner. Steam Whistle has been able to differentiate from the pack through a relentless pursuit of quality and innovative marketing and promotions. Tim leads Steam Whistle's in-house marketing and creative teams and is responsible for brand strategy, integrated marketing and contributing to establish Steam Whistle as the most respected premium beer in Canada.