

SILVER LININGS

OCTOBER 6 & 7, 2020
1-4pm (EST)

Massimiliano Pogliani

CEO
illycaffè

Massimiliano Pogliani has been serving illycaffè, Italian global leader in sustainable quality coffee, as CEO since 2016. After the first three-year term, he was reappointed for the new tenure last year. He has more than 20 years of experience in marketing, branding, sales and retail, acquired in leading companies with premium & luxury brands. Massimiliano is the first external CEO in the over 80-year company history. Rooted in top-quality espresso, illycaffè is highly reputed worldwide as a leader in coffee excellence, thanks to its devotion to a unique blend of 100% Arabica coffee, served in more than 140 countries and over 100.000 world's finest cafés and restaurants. Under his leadership, illy has gone through a successful transformation involving both the business and the branding. The company has embraced a new customer centricity also thanks to its digital transformation, launched successful products including new aluminum capsules, accelerated its evolution towards B2C with its branded stores, continued to develop sustainable practices and partnered with a top brand ambassador like Andrea Bocelli.



Sylvain Charlebois

"The Food Professor" / Professor, Faculty of
Agriculture, Dalhousie University

Dr. Sylvain Charlebois is a Professor in food distribution and policy in the Faculties of Management and Agriculture at Dalhousie University in Halifax. He is also the Senior Director of the Agri-food Analytics Lab, also located at Dalhousie University. He is as well the former Dean of the Faculty of Management at Dalhousie University. Before joining Dalhousie, he was affiliated with the University of Guelph's Arrell Food Institute, which he co-founded. While at the University of Guelph, he was also the Associate Dean of Research for the College of Business and Economics. Known as "The Food Professor", his current research interest lies in the broad area of food distribution, security and safety. He is one of the world's most cited scholars in food supply chain management, food value chains and traceability.

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Davina Reid
Past President,
Canadian Association of
Urban Financial
Professionals (CAUFP)

Being a successful woman and automotive finance professional for over 20 years, of Caribbean heritage, achieving roles of increasing importance in the Canadian automotive financial services industry, qualifies **Davina Reid** as a true trailblazer. Davina has had a life-long commitment of her extra-curricular time to the leadership and mentoring of Black and minority-based people in schools and in financial services organizations. From 2002 to the present, Davina has been an active member of the Canadian Association of Urban Financial Professionals (formerly UFSC - Urban Financial Services Coalition), a non-profit professional services organization focussed on financial literacy and the advancement of Blacks and minorities in the financial services industry. Davina served as President of CAUFP from 2011-2012, and as President Emeritus and Chair of the organization's Corporate Advisory Board from 2013-2014. Davina is currently with the automotive finance division at Scotiabank.



Rod Johnson
Co-Founder & CMO
BLK & Bold Specialty
Beverages

Jarrhod 'Rod' Johnson knows that with proper guidance and accessibility to resources those at risk can overcome obstacles regardless of the size. Given his decade-long professional career as an academic and healthcare non-profit fundraiser, he has seen the impact that generosity and philanthropy can have on vulnerable communities. From working behind the scenes as a strategist to a frontline fundraiser, Rod has been fortunate to help raise millions of dollars for academic scholarships and healthcare research. Now his focus has shifted to his own entrepreneurial endeavors to have more command over which communities he can help support. Coupled with a personal passion for coffees and teas, Rod leverages those skills to build BLK & Bold Specialty Beverages into a vehicle of domestic social impact and a model for other businesses interested in prioritizing purpose and profit.

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Kellem Emanuele
Executive Director,
International Women's
Coffee Alliance (IWCA)

Kellem Emanuele is the Executive Director of the International Women's Coffee Alliance (IWCA), a global network of self-organized, self-governed organizations united by the IWCA mission to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry. The IWCA Network includes organizations representing more than 26 countries, and an estimated 12,000 individuals, 90% of whom identify as coffee producers. They actively pursue opportunities to leverage their focus on women's empowerment to provide a platform for equity, inclusion, and collaboration, particularly for those whose voices are often unheard and whose needs are not prioritized.



Diana Olsen
Founder & CEO
Balzac's Coffee Roasters

Diana Olsen founded Balzac's Coffee Roasters in 1993 with a vision to connect people through great coffee. A trailblazer for the Third Wave coffee movement, she began with a small kiosk and a 12 kilo roaster that has now grown into 17 cafes and 24,000 square feet of roasting and fulfillment operations to supply specialty coffee across Canada for grocery and e-commerce. Diana is a champion of sustainable business practices and workplace diversity, in particular providing opportunities for women throughout the coffee supply chain from tree to cup.

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John Notte
VP, Sales
Franke Coffee Systems
Americas

John Notte has enjoyed over 30 years in the specialty and traditional coffee business. After gaining experience in the espresso equipment and coffee roasting segments, he spent over 10 years in category management with two large and progressive convenience store chains. John's broad range of experience includes managing small, specialty coffee retail to large, chain store roll outs. His passion for sharing ideas and providing solid, insight-based education and solutions have generated tremendous success, providing outstanding programs and results across multiple channels.



Brian Loukmas
VP, Innovation
MONIN

Brian Loukmas has spent over 25 years in the hospitality industry. He excels at identifying current and future flavor trends, recognizes the significance of consumer demands, and delivers those insights to decision makers in the industry. Among his many credentials and accolades, he is proud to have twice earned the coveted "Best Chain Signature Drink of the Year" award. As VP Innovation at Monin, Brian's expertise and approach to innovation allow him to lead a powerful team of innovators.

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Vince Sgabellone has worked in many different roles across the food and foodservice industry. From sales to marketing, distribution to product development, from manufacturers to operators. All of this has served him well since entering the research industry with The NPD Group more than a decade ago. In his role Vince combines his analytic abilities and natural curiosity with his expertise in the industry. He helps his clients to understand the market, the competition, and the consumer.

Vince Sgabellone
Industry Analyst, Canada
Foodservice
The NPD Group



Pam Wood is an Industry Analyst at the NPD Group.

Pam Wood
Industry Analyst, Canada
Home
The NPD Group

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Rick Neuman
Chief Technology Officer
Flipp

In March, **Rick Neuman** became the first ever Chief Technology Officer at Flipp. He is responsible for working closely with merchants to help them reach shoppers in new and innovative ways, while advancing the Flipp app to help more customers find value in their weekly shopping. Rick has a wealth of knowledge and strong technical experience with over 15 years of retail, e-commerce and technology expertise across North America. He previously held the role of CTO, Walmart Canada before moving onto Walmart International, where he most recently held the title of VP Technology Strategy. In this role, he was responsible for tech strategy across all markets, while also overseeing the merchandising technology side of the business. Based in Toronto, he holds an MBA from York University and a Bachelor of Commerce degree from McMaster University.



Thomas Merritt
Professor
Laurentian University

Dr. Thomas Merritt is a Full Professor in the Department of Chemistry & Biochemistry at Laurentian University and a past Canada Research Chair in Genomics & Bioinformatics. His research centres on genetics and metabolism, with a focus on individual variation and often uses fruit flies, many thousands of fruit flies, to ask questions about how organisms respond to the world around them. He also drinks a lot of coffee. Dr. Merritt writes about science and his research for a popular audience and his piece on the science of drinking coffee has been translated into five languages and read by almost one and a half million readers.

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Joel Gregoire
Associate Director –
Food & Drink
Mintel

Joel Gregoire serves as Associate Director - Food and Drink at Mintel, specializing in the Canadian food and drink industry. Joel has over 18 years of experience working in market research, 15 of which focused on what matters to Canadians in terms of how they eat and drink. Before joining Mintel, Joel worked at OMD, Loblaw Companies Ltd, where he generated insights for the company's private label brands, including President's Choice, and The NPD Group, where he tracked consumer eating patterns and presented the analysis to top tier clients. Joel heads up Mintel's Food and Drink team in Canada, and has personally authored over 50 reports on various topics related to food and drink during his tenure. Joel also contributes to various publications. Despite Joel's expertise in understanding what Canadians eat, he's still trying to figure out what to feed his kids for dinner. You can follow Joel on Twitter at [@JoelDGregoire](#).



Robert Carter
Managing Partner
The StratonHunter
Group

Robert Carter provides key insights and strategy on consumer behaviour, guiding Canadian, U.S., and global manufacturers, suppliers and operator business decisions. Robert was an involved member of the CAC and former Secretary/Treasurer on the CAC Board.

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Cheryl Hung
Dig Insights

Cheryl Hung's career in market research began in a small boutique coding verbatims. She was quickly exposed to a variety of quantitative and qualitative methodologies, providing her with opportunities to help clients solve their business issues with innovative approaches to analyze consumer behaviour. Prior to joining Dig Insights, Cheryl worked at TNS-Kantar, a global market research firm leading international studies for multinational companies; she was an integral part of the Brand & Communications team. Most recently at Dig, she leads the execution on the coffee tracking studies for both the Canadian Association of Coffee and the National Coffee Association in the United States.

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