

## BIOS

**› Jay Averill**

Jay Averill is the Manager of Communications for Stantec, a publicly traded engineering and architecture firm based in Edmonton. He is responsible for internal and external communications across North America including media relations, employee communications, issues and crisis communications management, and acquisitions communications. Jay holds a Communications degree from the University of Calgary and gained industry experience with companies such as Nortel and Petro-Canada prior to joining Stantec in 2000. He now works closely with the CEO to communicate the company's story. Jay was awarded the 2005 IABC Gold Quill Award of Excellence for his work on the Media and Crisis Communications Training Workshop developed for Stantec.

**› Linda Banister**

As president and owner of Banister Research & Consulting Inc., Linda oversees client development, project management, and analysis reporting, as well as financial management and marketing. A Certified Management Consultant, she has her ICDD and Certified Market Research Professional designations and over twenty years experience in market research and evaluation. Linda is the recipient of the Fellow of the Canadian Association of Management Consultants of Canada (2002) and YWCA Women of Distinction Award (2003), and has been president for the Institute of Certified Management Consultants of Alberta and Canadian Evaluation Society, Alberta Chapter. A member of the Market Research Intelligence Association of Canada, Linda sits on the board for the Edmonton Oilers Community Foundation and Little Warriors.

**› Bernie J. Borgeson**

Bernie graduated from the University of Alberta with a Bachelor of Commerce in 1994. Since then, he has spent the better part of two decades in the marketing industry. Early in his career, he joined ATB Financial where, for almost ten years, he created strategic marketing plans, marketed financial services, and led numerous successful projects. Since then, Bernie has held senior marketing positions with two recognized firms. He is currently the Director of Marketing at Edmonton Economic Development Corporation.

**› Chris Labossiere**

Chris is a founder and co-owner of Yardstick Software. Dedicated to his company's growth and success, he manages the company's business development on a day-to-day basis. Born and raised in Alberta, Chris is locally active with the Edmonton South Rotary Club, Ducks Unlimited Canada, Junior Achievement Edmonton, and the Edmonton Executives Association. He currently sits on the Board of Directors for Edmonton Economic Development Corporation and the Edmonton Executives Association. Chris also enjoys pursuing many personal interests, some of which include travelling, history, finance, politics, and bird-hunting; however, his favourite activity is spending time with his wife Jill and their two daughters.



### › Chana Martineau

As Ernst & Young's market executive, Chana has been responsible for its strategic direction and profile in Edmonton for the past five years. With her 18 years experience in the finance industry, she leads the Priority Account Program and is responsible for managing the firm's top corporate relationships in Edmonton. Chana is also responsible for leading its business development efforts and overseeing the Entrepreneur of the Year program in Edmonton. In 2008, Chana served on the Edmonton Nominating Committee for the Premier's Council for Economic Strategy and is a board member with Junior Achievement of Northern Alberta. She is a current member of the firm's Community Engagement Team and Professional Women's Network.



### › Mark Mascotto

As vice president of marketing for Edmonton's Norseman Group, Mark has seen much success in his career. Originally from Toronto, Mark launched Lemon Tide into the Canadian market as Proctor & Gamble's brand manager and introduced new customer financial products and services as CIBC Wealth Management's assistant VP of product management and marketing. He also spent four years with Canadian Tire Financial Services as its vice president of marketing and product development. Prior to joining Norseman Group, he served as vice president of marketing and financial services for Edmonton's The Brick and helped it launch its revolutionary Full Circle refundable warranty program. Mark holds an MBA from Richard Ivey Business School and has ten years experience in the private business sector.



### › Anita McGillis

A dedicated contributor to Alberta Venture since its inception in 1997, Anita loves the personal aspect of sales and the creativity that this role involves. When she's out on a sales call or collaborating with office staff, Anita represents what the company is all about: a positive environment equipped to meet a diversity of challenges. In her spare time, Anita serves on numerous boards within Alberta's advertising community and was recognized with the Advertising Club of Edmonton's 2008 Fellowship Award for her commitment. Clients trust Anita to deliver targeted sales results within an effective marketing strategy. And, when you see this woman's suits, you'll trust her good taste in fashion as well. Her favourite guilty pleasure? A nice glass of red wine.



### › Jim Rudolph

Jim Rudolph is the corporate communications manager at ATCO Electric – an Alberta-based utility company and part of the ATCO Group of Companies. Prior to ATCO, as Edmonton International Airport's (EIA) corporate communications manager, Jim drove the development and implementation of that growing hub's new, customer-care-focused brand platform. He has extensive experience in strategic communications planning and issues management, media and public relations, stakeholder relations, internal communications and corporate branding. Jim has applied his communications acumen in several industries, including economic development, agriculture and the environment. As part of his community involvement, Jim is the Co-Chair of the interVivos Advisory Committee and a member of the MacEwan Public Relations Program Advisory Committee.



## > Jared Smith

As co-founder of Incite, an Edmonton marketing firm whose success has been profiled in Profit, Canadian Business, Alberta Venture, Cool Companies Magazine, and Canada's Marketing Magazine, Jared draws from his expertise in entrepreneurship, business development, marketing strategy, communications, and networking to steer his company and clients in continuously new directions. He is a recipient of both the 2004 Edmonton Chamber of Commerce Small Business Owner of the Year Award and the 2008 BDC Young Entrepreneur Award-Alberta. A current member of the Entrepreneurs' Organization's Board of Directors, Jared is also a sought-after public speaker and an active volunteer in the community.

