

# SIMA Executives Profiles, 2016-17

## Sally Peter – President



She is an International MBA student specializing in Social Sector Management. In the past she has co-founded and led a social enterprise for trafficked women in red light areas of India for three years. She has also done multiple projects for non-profit organizations and CSR. She has an educational background in computer engineering and project management. She is currently an Ecommerce Marketing intern at Canada Helps non-profit organization.

## Lu Chen – Vice President



Lu worked as a regulatory compliance professional for more than 10 years in the FMCG industry. After graduating with a BE in Environmental Engineering, she started her career as a researcher in Unilever R&D Center. To better understand the business, she moved to regulatory compliance, where enabled her to develop a strategic thinking. She co-founded the Cosmetics Advisory Committee, representative of the industry to network with regulatory bodies when working at LVMH Group and later on, Clarins Cosmetics Group. She realized that corporate social responsibility could deliver social/environmental impact with business resources and ultimately it would benefit in return the business, when coordinating the CSR programs. So, she decided to pursue an MBA at Schulich, specializing in Social Sector and Finance, and she aims to work in social impact investing, which she believes is a creative and effective way to address global issues and make a real change to the world.

### **Elizabeth Castrillon Jimenez - First Year graduate Representative**



Elizabeth is a first year MBA candidate at Schulich. Prior to Schulich, she fundraised and run for UNICEF in the TCS NYC Marathon 2015, volunteered at Nucleos de Trabalhos Comunitarios PUC-SP in educational programs with children in the favelas of Sao Paulo, Brazil, and worked as a business manager for the medical simulation-devices unit at an importing company in Colombia. Elizabeth is interested in applying her business skills in the social sector in the area of business development. She is originally from Colombia and received her BS in Business Administration from Universidad de Medellin.

### **Kritika Kuppuswami – Director of Programs and Events**



Kritika has worked as a secretary, overall projects coordinator and donor relations coordinator in the non-profit arena, and has secured funds for numerous grassroots projects in India. She has an undergraduate degree in Economics, a masters degree in Marketing Intelligence, and is currently pursuing a full time MBA course at Schulich with a focus in Strategy. Through her work in various non-profit organizations, she has gained experience in organizing and executing marketing campaigns, and in understanding complex market landscapes. Her degree in Marketing Intelligence has equipped her with the ability to identify target market segments and devise strategies to tap into them. Her aim is to combine her passion for social service and knowledge of data analytics, and apply them to business strategies in corporations around the world to achieve triple bottom line.

### **Sivajan Gunasingam – Director of Partnerships and Sponsorship**



Sivajan is a full time MBA student pursuing a specialization in Brand Management. He has an undergraduate degree in Marketing Management. He has worked in online display advertising and finance. He recently started assisting a Children’s Home in Vavuniya, Sri Lanka through raising awareness and funding for orphan sponsorship. He has experience with e-commerce and social media. His goal is to build and apply his capabilities in marketing communications and event management towards creating socially responsible initiatives.

### **Grace Hur – Director of Finance**



Grace has an undergraduate degree in Business Administration with focus on marketing from University of Toronto. With marketing background, she has worked in sponsorship & charitable donations programs, advertising and sales analysis, national Main-In-Rebate program, and content creation for social media platforms at Epson Canada. Grace believes in bringing a meaningful social impact through changing corporations' perspective in social responsibility. She aims to make a difference through helping businesses in making sustainable and socially responsible practices in the future. Grace is currently an IMBA student pursuing finance and strategy.

### **Matthew Schroeder – Director of Board Relationships**



Matthew is a management consultant and a social change maker who helps organizations achieve greater business and social impact. After graduating with a BSc in Biology, he began his career as an intern at a high-tech start-up. Since then he has worn several hats. Matthew was the inaugural Canadian director of Nexus Youth Summits – an international organization of over 3000 millennial philanthropists, social entrepreneurs and impact investors. During this time he started and ramped up Nexus in Canada and hosted Canada's first ever Nexus salon. In 2015 Matthew was one of 50 young Canadians to represent Canada globally at the Youthful Cities Summit in Toronto. Currently, Matthew works full-time for his family's consulting firm – Schroeder & Schroeder Inc., and also serves on the Board of Global Education Ministries Canada – an international Christian non-profit organization that provides affordable private education to underserved population groups.

### **Chris Adjei-Bediako – Undergraduate Representative**



Chris is a 2nd year undergraduate at Schulich looking to specialize in Finance in his third year. He currently runs a nonprofit program for high school students in his community (Etobicoke/Rexdale) called Angel Library, allowing them to make tri-monthly book requests through the generosity of donors, and works with The Grammaticus: Academy of Philosophy & Innovation, one of AMEX and Ashoka's top 20 Canadian Emerging Social Innovations in 2015, in a strategic capacity. Long term, he aspires to pursue a career in either asset management (public equities)/equity research, with a particular interest in learning more about socially responsible investing, or venture capital but is open to various career fields. In addition, he hopes to continue to be active in his community later in years through starting social organizations/initiatives focusing on youth in particular and/or philanthropy.