

Name

Address

Date

To the Chair of the Nominating & Governance Committee, Softchoice Board of Directors (via Women Get on Board):

I am very pleased to submit my application for the open Director position for the Softchoice Board of Directors.

I have spent much of my career at the intersection of strategy, transformation and technology – both as an executive and at the board level. The perspective I have gained from that experience has been invaluable, and grounded in the importance of people first, the need for relentless focus, and the ability to work through ambiguity in times of change.

In my research of Softchoice, I believe there is a strong match between the company's approach to vision-driven strategy and culture-driven execution and my skills and experience.

In both my executive leadership and board level roles, my hallmarks are positive energy but never shying away from the tough questions; conceptual thinking but mindful of which details are the important ones; growing leaders at every level; and confidently embracing the new and unknown in order to help propel the organization to sustainable growth.

I've had a front row seat for the past twenty years in the world of digital – e-commerce, technology and media/entertainment. I worked with partner (Private Equity firm) in his Media Publishing Company days as we took XX Books' first giant leap into the world of digital.

For the past 15 years I have led strategy and transformation across variations divisions and at the corporate level at Media Publishing Company. And for the past 13 years I have been actively engaged as a board director in both corporate and not-for-profit organizations.

Finally, I continue to invest in my board governance skills through my active participation on the GTA Chapter Executive for the Institute of Corporate Directors

I can imagine that Softchoice, while already successful as a trusted partner for clients and an employer of choice, is in continuous need to grow and transform to stay in its leadership position. I am excited to put my name forward to sit at the table that oversees the next stage of their journey.

Sincerely,