



Shannon Valliant, CPA, CA

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Toronto

SUMMARY

Shannon is a successful senior executive with extensive, progressive and diverse experience from start-ups to multinationals across multiple industries.

She is skilled in identifying and solving complex management, operational and financial issues for growth companies and companies in transition.

Shannon is high-energy, results-oriented and motivated by challenge. She has an excellent reputation as a people-oriented, collaborative and agile leader who consistently assembles high performing teams.

SKILLS AND EXPERTISE

Finance, operations, strategic planning, M&A, risk management, leadership, crisis management, raising capital, ecommerce, restructuring, infrastructure projects, ERP

conversion, audit, compensation, capital and operating budgets

INDUSTRY EXPERIENCE

Technology, Telecommunications, Media, Televised & eCommerce, Credit Derivatives

CAREER ACCOMPLISHMENTS

Business Strategy – developed, implemented and led the management of strategic operating plans and financial models to maximize profit and drive growth

Operational Transformation – one of three leaders selected to transform the way Rogers addresses cross functional business challenges. Led an initiative to improve NPS by 15%, while removing \$1 billion of costs

Financing – led private financings, as well as negotiated increases to a bi-lateral debt facilities and the syndication of debt

Digital Transformation – ERP system conversion, implementation of retail ecommerce, development of business intelligence data analytics and deployment of related AI tools

Risk Management – cyber security, information security, privacy, compliance, insurance, loss prevention

Organizational Restructuring – Chartered Insolvency Practitioner, business valuations, financial and operational restructuring, tax planning

Capital and Operating budgets – overall responsibility for capital, operating and cash flow budgets

Team building and Leadership – Management of high-performance teams, coach and mentor

Environmental – key member of the development team for the waste free

programs, contributor to stewardship and sustainability initiatives

Crisis Management – led through a pandemic

Diversity and Inclusion – led Rogers Women’s Network from a grass roots initiative to a corporate sponsored employee resource group

BOARD EXPERIENCE

Skate Canada
Business Development Committee
(2022 – Present)

Grey County Condo Corp #1
Board member and Treasurer
(2010 – Present)

Georgian Peaks Ski Club
Board member and Chair, Finance Committee
(2015 – 2019)

Canadian Olympic Broadcast Consortium for
Vancouver and London Olympics
(2009 – 2013)

Canadian Broadcast Sales (JV with Corus
Entertainment)
(2008 – 2013)

Prime Television (JV with Shaw Media)
(2008 – 2013)

Dome Productions (JV with Bell Media)
(2008 – 2013)

NTT BPO, NTT Philipinnes, NTT Canada (2021-
2022)

CAREER HIGHLIGHTS

Chief Financial Officer, NTT BPO (2021 –
2022)

Executive in Residence, Scale-Up Ventures
(2019 - 2021)

Chief Financial Officer, Boat Rocker Media
(2017 - 2019)

SVP, Transformation, Rogers (2016)

SVP, Commercial Strategy, Enterprise
Business Unit, Rogers (2014 - 2016)

VP, Device Management & Experience,
Rogers Wireless (2013 - 2014)

VP Financial Operations, Rogers Media (2008
– 2013)

Chief Financial Officer, Nereus Financial (2004
- 2007)

SLV Consulting Inc., Founder (2002 – 2004)

Chief Financial Officer, CompanyDNA (2000 -
2002)

Managing Director, Finance, SHL
Systemhouse (1998 - 1999)

Director, Corporate Development, SHL
Systemhouse (1996 - 1997)

Senior Manager, Insolvency and Corporate
Finance, Ernst & Young Inc. (1992 - 1996)

Staff Accountant, Ernst & Young (1989 - 1991)

EDUCATION

Chartered Insolvency Practitioner (1995)

Chartered Accountant, Canadian Institute of
Chartered Accountants (1991)

Honours Bachelor of Commerce, Queen’s
University (1989)

Getting Board Ready, LHH Knightsbridge and
Women Get on Board (2021)