



ROGER FARWELL, CHAIR OF THE BOARD OF THE CREATIVE ENTERPRISE ENABLING ORGANIZATION (CEEEO) ANNOUNCES FOUNDING CEO, HEATHER SINCLAIR EFFECTIVE IMMEDIATELY

March 24, 2011 – Roger Farwell, Chair of the Board of The Creative Enterprise Enabling Organization is pleased to announce the appointment of Heather Sinclair as the founding CEO of the organization effective immediately. “I am delighted to welcome Heather on board as our founding CEO. Heather’s breadth and depth of experience spans a cross-section of business and creative industries within both the corporate and the not-for-profit worlds that are relevant to the future of the CEEEO. Heather’s unique experience has her perfectly poised to bring her results focused business and creative industries acumen to lead our organization and to help drive the sustainability of our creative economy in the region.

Heather has near to 25 years experience in driving strong business results in revenue, audience growth, brand, content creation and distribution, and customer service. Heather was instrumental in delivering the new brand for TIFF (Toronto International Film Festival), the building naming deal and brand for the newly opened TIFF Bell Lightbox, and driving annual revenue and audience growth for the organization for over 5 years prior to opening of the new building this past September. Before moving to TIFF in 2004, Heather worked with an eclectic group of companies with senior executive roles including VP, Distribution at Alliance Atlantis Broadcasting pre and post digital channel launch, GM Studios Division at ExtendMedia, Head of New Properties Development at the Art Gallery of Ontario and Director of Sponsorship, Toronto Raptors Basketball Franchise culminating in the launch of the team in Canada.

A decision to return home to Guelph in September 2010 has allowed Heather to return to her roots, to be next to family in Elora, Guelph and Hespeler, and to the family business in Kitchener. In her new role as the founding CEO of the Creative Enterprise Enabling Organization, Heather will be responsible to drive the organization toward helping to deliver sustainable creative economies, both existing and new, which in turn will drive the end goals of helping to retain the best and the brightest talent living and working in Waterloo region.

About CEEO

The Creative Enterprise Enabling Organization is a business strategy driven out of the Prosperity Council to deliver against the economic imperative and objective of retaining the best and the brightest talent in Waterloo Region by driving sustainable creative economies. The Creative Enterprise will enliven the physical and cultural fabric of Waterloo Region by building upon our existing assets and creating new ones, by fostering creative endeavour in traditionally defined arts and culture while also exploring the powerful intersections of art, science and technology and by promoting the search for bold, undiscovered ideas as our regional brand. Its return on investment will be the retention and capture of top talent to fuel our economic development presently and to provide meaningful, if not world changing work for generations to come.

For further information please visit creativeenterprise.ca.

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