

MARGHERITA V. BRAGA

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EMPLOYMENT EXPERIENCE

Ernst & Young LLP, Toronto Canada

Senior Manager, Markets / Consulting, Consumer and Retail industry (March 2022 - present)

My novel role at EY is to enable our teams to better satisfy emerging client needs; I develop new product offerings across a variety of disciplines and foster innovative ways of working across our business. For example, I am leading the go-to-market launch of a new AI tool, bringing together a mix of technical and business experts to come up with the product vision and marketing campaign. I also oversee national talent initiatives (for interns and senior leaders) focused on continuously improving the employee experience and enabling talent to reach their fullest potential. Finally, I have created an 'enterprise resilience' framework that redefines risk management by integrating it directly with strategic planning, turning it from an isolated cost into a core component of organizational success.

Organigram, Toronto and Moncton Canada

Director, Corporate Strategy of a licensed cannabis company (2020 - 2021)

My experience in the cannabis industry reflects my drive to navigate and thrive in challenging, novel environments; I'm passionate about bringing structure to chaos. I created the fiscal strategic planning process via an integrated framework that aligned strategy, finance, quality assurance, and operations - making the entire organization more efficient. I founded the Product Development team (successfully launching over 100 SKUs within a year of cannabis legalization) and directed the creation of a Product Development Centre of Excellence (with a corporate investor and partner, British American Tobacco). I guided two acquisitions, significantly expanding Organigram's market presence and product development capabilities. My role as a trusted advisor to the CEO enabled me to shape key strategic decisions, particularly in corporate development, organizational structure, and culture.

PricewaterhouseCoopers LLP Canada, Toronto Canada and Boston USA

Manager, People in Deals, Value Creation (2019 - 2020)

At PwC, I focused on getting integrated within my clients' organizations so I could best drive change from within. As Integration Chief of Staff for a global pharmaceutical company post-merger, I defined and executed new strategic priorities and cultural norms, collaborating with executives to establish and implement new business processes. I also led a national organizational restructuring project for a cannabis company during significant market growth, developing an aligned organizational structure, change management strategies, and a robust transition plan.

Deloitte Consulting Canada, Toronto Canada

Senior Consultant, Human Capital Group – Transformational Change (2014 - 2019)

At Deloitte, my role centered on empowering complex transformations. As a Change Management Lead, I developed and rolled out operating models, change management plans, and training strategies. I managed various transformations, including M&A integrations and Board/ CEO assessments, by collaborating cross-functionally to identify core challenges and opportunities and transform them into actionable strategic and operational plans. I also acted as an Agile Coach / Scrum Master, guiding teams through changes in procedures and ways of working. Finally, as a Chief of Staff team member in the National Transformational Change Practice, I led efforts in employee engagement (including a national pulse survey), financial performance reporting, and national recruiting.

Royal Bank of Scotland, London UK

Organizational Development Consultant, Markets & International Banking (2013)

Empathica, Mississauga Canada

Account Manager at an international consumer research consulting firm, with proprietary consumer insights technology solutions (2011 - 2012)

Fusion Retail Analytics, Toronto Canada

Associate at a boutique market analytics consulting firm (2009 - 2011)

ROWING EXPERIENCE

REGATTA LEADERSHIP EXPERIENCE

World Rowing / Federazione Italiana Canottaggio

Beach Master (head of operations), World Rowing Coastal Championship & World Rowing Beach Sprint Finals, Genova Italy, September 2024 (January 2024 - current)

World Rowing / Rowing Canada

2024 World Rowing Senior, U23 and U19 Championship (August 2024)

European Rowing

Team Leader, European Rowing Coastal & Beach Sprints Championships, La-Seyne-sur-Mer France (August 2023)

Rowing Canada Aviron

Licensed L2 Umpire (2023 - current)

Row Ontario

Volunteer at multiple regattas in Ontario (2018 - 2023)

COACHING EXPERIENCE

Don Rowing Club, Mississauga Canada

Head Coach for U23/Seniors and Masters programs and Coastal (August 2024 - present)

Assistant Competitive Coach for all programs (Junior, U23/Seniors, Masters); Head Coastal Coach (2024)

Head Coastal Coach (July - September 2023)

Rowing Canada Aviron

Team Canada Coaching Staff, World Rowing Beach Sprint Finals, Barletta Italy (2023)

Upper Canada College, Toronto Canada

Interim Head Coach (2022)

Volunteer Coach: Varsity Coach (2019 - 2022) and JV Head Coach (2016 - 2018)

University of Toronto, Toronto Canada

Women's Varsity Coach (2017 - 2018); Novice Men's Head Coach (2014 - 2017)

Seeclub Zürich, Zürich Switzerland

Summer Men's Junior Coach (2013 - 2016)

CERTIFICATION AND ATHLETE ACHIEVEMENTS

Coaching certification:

- RCA Performance Coach candidate (January 2024)
- RCA Coach Weekend #1 and #2 (2017 - 2018)
- Learn to Row Coach (2011)

Personal rowing history and crew accomplishments:

- Multiple top 10 finishes at Head of the Charles in Boston US (coxswain for both men and women's crews of different age and competitive categories)
- Swiss National Champion in men's 8+ (2013, 2014, 2015)
- 14th place of 500 Head of the River in London UK (2014)

EDUCATION

Rotman School of Management, University of Toronto, Toronto Canada and St. Gallen Switzerland

Masters Business Administration (2014)

Study Exchange, University of St. Gallen, Switzerland (Winter/Spring 2014)

Richard Ivey School of Business, University of Western Ontario, London Canada

Honours Business Administration (2009)

BOARD OF DIRECTORS EXPERIENCE

Row Ontario

Director at Large (2016 - 2020; Secretary 2019 - 2020)

Don Rowing Club, Mississauga ON

Director at Large (2010 - 2012)

Shad International (STEM and entrepreneurship program for high school students,
Student Representative, non-voting member (2004 - 2007)

OTHER INTERESTS / ACHIEVEMENTS

- Agile Scrum Master Certified, SAFe
- Lean Six Sigma: Yellow belt (2015); currently working towards Green belt certification
- Italian (fluent, mother tongue); French (moderate); Spanish (conversational, yet actively learning)