



Nishi Elisabeth Aubin

Manager, Client Engagement, Scotiabank

As a member of Scotiabank's Global Sponsorships Team, Nishi leads Scotiabank's tent-pole Client Hospitality/Client Engagement Programs across its Canadian and International Footprint. Working with business lines within the Bank (Canadian Banking, Wealth Management, Global Banking and Markets), she leverages Scotiabank's sponsorship assets to create exclusive, premium and curated experiences for the company's clients, partners and stakeholders. The end goals are always four-fold: Deepen existing business

relationships, "Close On The Table Business", move prospect business down the funnel, and continue to build brand loyalty.

Prior to joining Scotiabank, she worked at Bell, overseeing the company's client hospitality at sponsorship properties such as the Calgary Stampede, Toronto International Film Festival, Festival International de Jazz de Montréal, Les Francos de Montréal, Le Festival d'été de Québec, and Osheaga amongst others. Previous to Bell, she worked at the Canadian Olympic Committee, where she oversaw all corporate and fundraising events, including Canada Olympic House, at Olympic Games.

Having lived in three of Canada's largest cities (Montreal, Vancouver, and Toronto), and travelled extensively in the United States, South America, Asia, and Europe, she has a unique perspective on what will resonate in different markets.

Nishi is a graduate of McGill University.



Kate Beavan

Founder, New Quebec Advisory (former Director, Hospitality & Experiences Formula 1)

Kate has been working in and around motorsport for 25 years. Originally a lawyer, Kate worked for the TWR Group – a well known automotive consultancy and racing group and who operated the Arrows Formula 1 team. In 2003, Kate was recruited by Bernie Ecclestone at Formula One Management where she worked 18 years in various commercial and legal capacities around F1's intellectual property protection, brand licencing, sponsorships, CSR

including the creation of the F1 in Schools programme and sustainability.

When Formula 1 was acquired by Liberty Media in 2017 Kate was appointed Director of the \$100m+ Global Hospitality and Experiences division.

Kate left Formula 1 in 2021 to pursue her own advisory business to help existing and new entrants who have the imagination and ambition to want the very best out of their investment in sport.

Kate is proud to be the Main Board Advisor to More Than Equal; a not for profit organisation founded by David Coulthard and Karel Komarek and whose purpose is to find the first Formula 1 World Champion.

Kate is also Deputy Chair of the European board of SIGA, the Sport Integrity Global Alliance which aims to bring universal ESG standards to global sport.



Kim Harland

President, SDI Sports

Kim Harland is a champion for building teams of diverse leaders in sports and entertainment. Kim is widely regarded as an experiential marketing innovator who has set the standard for creating and delivering impactful digital and live fan experiences and community events for marquee brands, teams and associations. Some of her recent work includes; Rogers Hometown Hockey, Conmebol Tree of Dreams at the 2022 FIFA World Cup, and Kraft Hockeyville. Kim is currently the president of SDISports – a global sports marketing agency.



Riah Sethna

Director, Global Partnerships, Live Nation

Riah is an entertainment marketer with a passion for building strategic marketing plans that connect brands with the live music space in Canada. As the Director of Live Music & Entertainment in the Global Partnerships division at Maple Leaf Sports & Entertainment, Riah leads corporate

partnership development and strategy for Live Nation as a function of their joint venture with MLSE. Riah is a graduate of Western University, where she obtained an Honours Specialization in Media, Information, and Technoculture with a Certificate in Professional Communication. Riah's passion for strategy and marketing comes from five years of prior agency experience, where she focused specifically on communications planning in the CPG and Beauty space.



Derek Gross

Associate Vice President, Global Partnerships, Canadian Football League

With a unique combination of best-in-class sales training coupled with a strategic approach to cultivating solutions that bring like-minded sports & entertainment properties and brands together, Derek Gross has established himself as a leader in the Canadian sponsorship industry over the past 20 years.

In his current role as Associate Vice President, Global Partnerships at the CFL Derek leads the business development team responsible for monetizing the CFL's portfolio of partnership & media properties. Previously Derek led the sponsorship & corporate sales efforts for both IMG & the NFL in Canada – managing rosters of blue-chip partners, while also leading the new business strategy for both organizations in the marketplace. Prior to this, Derek was at CCMC Sports Group as Director of their Team Sports Division representing the Canadian Hockey League (CHL) from both a sponsorship & media perspective. During his 5+ years at CCMC as a senior sales lead, Derek helped the CHL achieve record revenue growth while also forging cutting-edge partnerships with several national brands.

Derek's successful rise in the field of sponsorship marketing has also been strengthened by a combination of experiences & accomplishments with companies like Molson Sports & Entertainment, Bronskill & Co. and Xerox.

Derek resides in Etobicoke, Ontario with his wife Shaylagh and their son Carter and daughter Addison.