

# NEWS RELEASE

## Wilfrid Laurier University



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### Mercier receives Laurier Outstanding Business Leader Award

Eileen Mercier, senior vice-president and chief financial officer of Abitibi-Price Inc. of Toronto, has been named recipient of the Laurier Outstanding Business Leader Award for 1991.

The award is presented annually by the School of Business and Economics at Wilfrid Laurier University in Waterloo, Ont., to a person who has demonstrated superior business leadership in the field of business management.

Mercier received the award Wednesday, Jan. 30 at the school's annual awards luncheon, where about 25 students were also presented with scholarships and awards.

In announcing the award, Dr. Alex Murray, dean of the School of Business and Economics, said, "Eileen Mercier exemplifies the modern corporate woman of the 1990s, with a strong commitment to the global environment. Her rapid progression through the corporate ranks speaks highly of her management abilities."

Born and raised in Toronto, Mercier launched a career in banking and financial services after earning an honors bachelor of arts degree from Laurier in 1968 and a master of arts degree from the University of Alberta in 1969. Later she completed a fellowship with the Institute of Canadian Bankers and a master of business administration at York University.

After several years with the Toronto-Dominion Bank as portfolio manager and manager of corporate finance, Mercier

changed careers and joined Canwest Capital Corp. As director of U.S. communication operations, she developed and monitored strategic investment in the U.S. television industry.

In 1982, Mercier joined Gulf Canada Ltd. and served in several capacities, as financial strategy and planning manager in addition to senior level internal consultant.

This latter position assigned Mercier as a key member of the chief executive officers' negotiating team for the sale of Gulf Canada's downstream assets to Petro-Canada and Ultramar Canada Inc. In addition, she was able to develop expertise in planning strategies for a major corporation through developing and implementing a sophisticated computerized financial planning model.

In the mid-1980s when women were having difficulty reaching the senior ranks of multinational corporations, Mercier was hired by Abitibi-Price Inc. as vice-president and treasurer.

Listed in the Financial Post's top 100 companies, Abitibi-Price is an integrated forest-products company with headquarters in Toronto. It produces newsprint, uncoated groundwood papers, coated papers, and building products.

After two years' experience in managing the corporation's capital structure including the raising of debt and equity funds, Mercier was appointed vice-president of corporate development. In this position, she was responsible for strategic planning as well as merger acquisition, and divestiture analysis and recommendations. In mid-1990, she was promoted to her current position.

Mercier is a member of the Conference Board of Canada and the Ontario Cancer Treatment and Research Foundation. She serves on the board of directors of the Centre for International Business and the Empire Club.

Chair from 1988 to 1990, Mercier continues to serve on the executive of the board of governors for Laurier. In September 1990, she was named the university's alumna of the year.