

# NEWS RELEASE

## Wilfrid Laurier University



### **Laurier honours top MBA alumni at Toronto gala**

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WATERLOO — The Laurier School of Business & Economics held its annual MBA Alumni Awards Thursday, November 6, 2008 at a gala event at the St. Andrew's Club & Conference Centre in Toronto to celebrate the achievements of Laurier MBA alumni.

“Laurier Alumni are an elite group of individuals who are known throughout the country and internationally for their high standard of academic excellence and leadership. With over 2,000 Laurier MBA graduates around the globe, these awards highlight our alumni who have had exceptional growth in both their corporate lives as well as extracurricular,” said Laurier dean of business and economics, Ginny Dybenko. “With an exceptional amount of nominees, two new awards were introduced this year. We are very proud of all our nominees and winners, and we look forward to celebrating their successes in the future.”

Awards were presented in six categories: Outstanding CMA/MBA Alumnus; Outstanding Executive Leadership; WLU Alumni Association Alumni Award of Distinction; Community Leadership Award; Outstanding Innovation and Achievement; and MBA Alumnus of the Year.

The Laurier MBA Alumni Award winners include:

#### **Outstanding CMA/MBA Alumnus**

Ian Heynen '03.

Heynen is the chief financial officer of Sentinelle Medical Inc., a Canadian medical devices company that is emerging onto the world stage as an innovation leader. As the CFO, Heynen provides the strategic leadership for Sentinelle's regional expansion into the U.S. and Europe, product portfolio expansion, and successfully delivering on triple-digit revenue growth. Sentinelle is rapidly emerging as a leading and award-winning Canadian medical devices success story. Heynen leads the management team to deliver on Sentinelle's aggressive growth plans.

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## Laurier MBA Alumni Awards /2

Prior to joining Sentinelle, Heynen was the controller and then national business development manager responsible for public-private partnerships for GE Healthcare Canada. Heynen joined GE from technology development and financial leadership positions in the energy and manufacturing industries. For the past three years, he has served on the finance and audit committee for CMA Ontario.

Heynen holds Bachelor's and Master's Degrees in Applied Sciences from the University of Waterloo and University of British Columbia, and an MBA from Laurier, where he graduated as the gold medallist in the School of Business and Economics. He is a licensed Professional Engineer and a Certified Management Accountant.

### **Outstanding Executive Leadership Award**

David Strucke '94.

Strucke has served as president and chief executive officer of Navtech since November 2001. Since joining Navtech in 1999, he has held various finance positions, including chief financial officer.

Prior to earning his MBA at Laurier, Strucke graduated from the University of Waterloo with an engineering degree. He has lectured for both the undergraduate and graduate business programs at Laurier. Strucke is a board member with the Region of Waterloo Children's Museum, the Centre in the Square, and Communitech Technology Association.

### **WLU Alumni Association Alumni Award of Distinction**

Anthony Firmani '08.

Firmani was the recipient of the Roger Larsen Memorial Award for high academic standing upon completion of his Laurier MBA in 2008. Studying part-time allowed him to build his career, moving from production manager, manufacturing to project manager, manufacturing to senior manager, accessories supply chain.

One of his final projects within the MBA program was instrumental in landing him the position of senior manager at Research In Motion. Firmani's not-for-profit project during his MBA studies, working with the Ontario Early Years Centre in Kitchener, helped the organization receive a grant of \$70,000 towards an outdoor green space at their facility.

### **Community Leadership Award**

Bill Allen '91.

Allen began his 33-year Ontario public service career with the Ministry of Agriculture and Food in 1973. Most recently, he was deputy with the Ministry of Tourism, a portfolio he held for three and a half years. Currently, he is president of the Tourism Industry Association of Ontario, an advocacy organization that speaks on behalf of the tourism industry across the province.

Throughout his career, Allen has held a number of board appointments including with the Canadian Tourism Commission, Ontario Place Corporation, Tourism Toronto and the University of Guelph Tourism and Hospitality Advisory Board. He is currently a member of the Royal Agricultural Winter Fair board and a member of the Lutherwood board of governors. He is also a Fellow of the Ontario Hostelry Institute and recipient of the Queen's Golden Jubilee Medal. His community activities have included volunteer work with the United Way, Scouts Canada, coaching minor league fastball and as a board member of his church. He has Bachelor's and Master's of science degrees from the University of Guelph, and he completed his MBA at Laurier in 1991 with emphasis on marketing and organizational development and change.

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**Outstanding Innovation Award**

Rick Endrulat '01.

As one of the founding partners of Virtual Causeway, Endrulat is president and chief operating officer. He is responsible for defining the company's strategic plan and ensuring that the organization's executive team and lines of business execute efficiently. Under his leadership, Virtual Causeway has emerged as one of the country's hottest growth companies and leading outsource providers of integrated sales and marketing services. Virtual Causeway has been recognized by numerous organizations, and has been showcased on the PROFIT 50 and 100 listings of Canada's Fastest Growing Companies for the past three years.

Since graduating from the Laurier MBA program in 2001, Endrulat has been able to take traditional sales and marketing lead-generation methods and develop proprietary processes to attain increased and faster returns on investment for Virtual Causeway's clients. In addition, Endrulat and the management team at Virtual Causeway enjoy supporting various community and educational institutions. Endrulat works closely with Laurier's Schlegel Centre for Entrepreneurship as a mentor, helping young business leaders and coaching them in their development. In addition, he is a member of the Canadian Youth Business Foundation's Loan Committee, where he helps to provide financing to young entrepreneurs. Endrulat has been nominated for Canada's "40 Under 40" honour, has received recognition from the New England/Canada Business Council, and is a Quantum Shift Fellow.

**MBA Alumnus of the Year Award**

Pat Krajewski '90.

Krajewski is the senior vice-president, international banking human resources, for Scotiabank. She is responsible for the development and implementation of the people strategies supporting this division. Krajewski has over 30 years of service with Scotiabank and has held various positions of increasing leadership and responsibility in the areas of domestic banking, investment banking, global risk management and human resources. Recently she held the position of senior vice-president, corporate human resources.

As an MBA student at Laurier, Krajewski was awarded the Governor General's gold medal for academic excellence. She currently serves as a vice-chair of Laurier's board of governors, and is a member of the board executive and governance committee.