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Laurier announces Second Cup President & CEO as inaugural CEO-in-Residence

WATERLOO – Wilfrid Laurier University's School of Business & Economics has appointed Stacey Mowbray (BBA '84), president and CEO of The Second Cup Ltd., as its inaugural CEO-in-residence.

As part of her appointment, Mowbray will deliver a keynote address about her path to becoming president and CEO of The Second Cup Ltd. Dec. 4 at 10 a.m. in the Paul Martin Centre on Laurier's Waterloo campus. Her address will be followed by a ribbon-cutting ceremony to officially open Laurier's newest Second Cup café located in the Library.

"I am very honoured to be recognized as Laurier's inaugural CEO-in-Residence," said Mowbray. "Wilfrid Laurier has played a significant role in my life and it gives me great pleasure to continue to give back and be a part of this wonderful school."

The CEO-in-residence is a new initiative of Micheál J. Kelly, dean of Laurier's School of Business & Economics, who intends to appoint several top executives to this role annually.

Mowbray graduated with a bachelor of business administration from Laurier in 1984 and a master of business administration from York's Schulich School of Business in 1988. She has received numerous awards and accolades, including Canada's Top 20 Business Women and Laurier's 100 Alumni of Achievement. She became president and CEO of Canada's largest franchised specialty coffee retailer, The Second Cup Ltd., in 2008 after a successful career in leadership positions at a number of brand giants in Canada.

EVENT DETAILS

- What:** CEO-in-Residence Keynote Address by Stacey Mowbray, President & CEO of The Second Cup, Ltd.
- Date:** Tues., Dec. 4, 2012
- Time:** 10 a.m.
- Location:** Paul Martin Centre, Wilfrid Laurier University, Waterloo Campus
- Cost:** The event is free and open to students, alumni, faculty, staff, community members and members of the media.

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