



EY Entrepreneur
Of The Year®

How are you changing the direction of a changing world?

Here's to the entrepreneurs who help rise to the challenges of "what now?" for a better "what's next."

Submit a nomination for the EY Entrepreneur Of The Year® 2021 program by April 16, 2021. For everything you need, visit ey.com/ca/eoy.



The better the question.
The better the answer.
The better the world works.



FROM US TO YOU



JAD
SHIMALY

Chairman and CEO
EY Canada



PAULA J.
SMITH

National Director
EY Entrepreneur Of The Year

Aftershocks from the worst pandemic in a century continue to take an enormous physical, psychological, emotional and economic toll on the world. Businesses in every sector have been hit hard, but perhaps none more so than entrepreneurs, who take great personal and financial risks to bring their dreams to life. These innovators are unstoppable. Many entrepreneurs and business leaders have risen above the challenges of COVID-19 and are on the front lines of driving their communities – locally, nationally and beyond.

Whenever there are problems, we look to entrepreneurs and visionaries to solve them. They think big and act boldly, and are willing to explore where many fear to go if they believe there's even the smallest chance of success.

For more than 25 years, we've had the honour of sharing the extraordinary stories of established Canadian entrepreneurs who have built strong and fast-growing ventures, often starting with little more than an idea and a deep belief in themselves and their teams. It's those inspiring and impressive journeys that we're proud to celebrate through the EY Entrepreneur Of The Year® program. And this year, the program is undergoing exciting changes to better shine the spotlight on entrepreneurial excellence and business leadership across the country.

If you're a successful entrepreneur or you know a special person or team who has created a thriving, high-growth business and shown resilience in the face of adversity, we want to know. The entrepreneurs and business leaders we honour through our program will join a distinguished group of peers that includes some of the world's most innovative and transformative leaders.

While we find ourselves in an uncertain time, we're certain there are big thinkers among us who will carry Canada – and the world – forward to a better, brighter future.

We can't wait to see who will be named Canada's next EY Entrepreneur Of The Year.



Humanity is capable of great things.

To build something of long-term value takes grit, persistence and fearless ambition. It takes a special kind of leader to ignore the critics and transform a blue-sky dream into a new reality that contributes value and purpose beyond simple profits.

We call these entrepreneurs the **UNSTOPPABLES**.

Through the EY Entrepreneur Of The Year program, we celebrate the unstoppable entrepreneurs whose unbounded ambitions deliver innovation, growth and prosperity that transform our world.

Since 1994, we've celebrated the accomplishments of hundreds of Canadian entrepreneurs and CEOs.

BENEFITS OF PARTICIPATION

Entrepreneur Of The Year participants represent the world's most inspirational and innovative business leaders.

Get ready to:

- > Join a global community and connect with innovative and influential business leaders cutting across all industries and sectors.
- > Access peer-to-peer learning experiences, roundtable discussions and events with others in the Entrepreneur Of The Year ecosystem.
- > Celebrate and recognize the team and support network that helped you on your entrepreneurial journey.
- > Elevate your company's brand and increase exposure to potential customers and suppliers, M&A opportunities, private equity and venture capital investors.
- > Receive an exclusive invitation to the **EY Strategic Growth Forum®**.

WHY IS THE ENTREPRENEURIAL ECOSYSTEM SO IMPORTANT?

Listen to EY World Entrepreneur Of The Year 2019 winner Brad Keywell, founder and CEO of Uptake Technologies, share his thoughts on the significance of this global recognition and the value of being part of the Entrepreneur Of The Year community.



Watch the video

How far can your boundless ambition take you?

How are you changing the direction of a changing world?

◆ Benefits of participation

< Timeline

< Judging criteria

< Contact us



2021 Timeline



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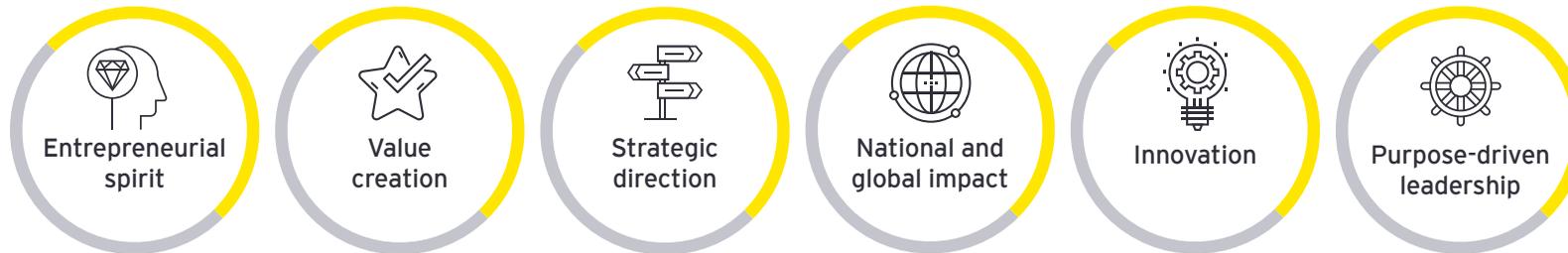
< Judging criteria

< Contact us



Judging criteria

An independent panel of judges will assess nominees based on the following criteria. Judges include past EY Entrepreneur Of The Year participants, and business and community leaders.



SUBMIT AN APPLICATION TODAY

Visit eoy.ey.com to nominate someone or apply.

Deadline for entries:
April 16, 2021

Eligibility

The nominee must be an owner or CEO of a private or public company, primarily responsible for the company's recent performance and an active member of top management.

Non-founding entrepreneurs are also eligible if the individual manages the business and assumes the associated risks.

Co-nominees are eligible if they share leadership responsibilities at the company.

The nominee must have been in their current role for at least two years, dating back from the time of the April 16, 2021 application deadline.

The nominee's company must be at least three years old. However, for Emerging Entrepreneurs we accept nominees from companies aged two to five years.

Application guidelines

A snapshot of the information required for a nomination to be complete is featured below.

Nominee information

Personal information must be provided, such as name, title and address.

Narrative

Six questions provide an opportunity to tell the story behind the nominee's success, reveal the ingenuity that brought their vision to life, and help convey unique and innovative attributes about the company and its culture.

Financial data

Financial information is an important quantifiable indicator of success for the independent panel of judges and is required information. This information is *confidential*.

We ask for the following data for the past three years:

- ▶ Company mergers, fiscal year end, total employees, annual sales, income before taxes, EBITDA, total assets, total equity

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Canada's EY Entrepreneur Of The Year team

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