

# How a Good Jobs Strategy can Benefit Business: Zeynep Ton in conversation with Roger Martin

Tuesday, September 13<sup>th</sup>, 2016  
5:15 p.m. to 7:30 p.m.  
KPMG, 333 Bay Street, Suite 4600, Toronto

## Agenda

- 5:15** Registration
- 5:30** Welcome & Introductions **Daniele Zanotti**, President & CEO, United Way Toronto & York Region  
**Julie Sullivan**, National Lead Partner Shared Services and Outsourcing Practice, KPMG
- 5:40** Keynote presentation **Dr. Zeynep Ton**, Adjunct Associate Professor, MIT Sloan School of Management
- 6:10** Discussion **Roger Martin**, Institute Director, Martin Prosperity Institute
- 6:30** Audience Q&A
- 6:45** Remarks **The Hon. Kevin Flynn**, Ontario Minister of Labour
- 6:55** Closing remarks **Daniele Zanotti**, President & CEO, United Way Toronto & York Region
- 7:00** Networking & Refreshments
- 7:30** Close of event

# Biographies

## **Zeynep Ton, Adjunct Associate Professor, Massachusetts Institute of Technology**

Zeynep Ton is an adjunct associate professor in the operations management group at MIT Sloan School of Management and the author of *The Good Jobs Strategy: How the Smartest Companies Invest in Employees to Lower Costs & Boost Profits*. Before MIT Sloan, she spent seven years on the faculty at Harvard Business School.

Zeynep teaches MBA and executive education courses in operations management, supply chain management, service operations, sustainability, and operations strategy. She received several awards for excellence in teaching both at HBS and MIT Sloan.

Zeynep's research explores how organizations can design and manage their operations in a way that satisfies employees, customers, and investors simultaneously. While her research focuses on the retail sector, her findings have applications beyond retail. Zeynep's research has been published in managerial and scholarly journals including *Harvard Business Review*, *California Management Review*, and *Organization Science*. She also wrote several Harvard Business School cases. Her work has been featured widely in the media, including *The Atlantic*, *The New Yorker*, *The Washington Post*, *The New York Times*, *CNN*, *PBS*, and *NPR*.

Zeynep was named one of the World's 40 Best Business School Professors Under the Age of 40 by Poets & Quants. She was also featured by CNNMoney as one of eight young business school professors on the rise.

Zeynep lives in Cambridge, Massachusetts with her husband and four children. A native of Turkey, she first came to the U.S. on a volleyball scholarship from the Pennsylvania State University. She received her B.S. in Industrial and Manufacturing Engineering from Pennsylvania State University and her D.B.A. from the Harvard Business School.

## **Roger Martin, Institute Director, Martin Prosperity Institute**

Roger Martin is the Institute Director of the Martin Prosperity Institute and the Michael Lee-Chin Family Institute for Corporate Citizenship at the Rotman School of Management and the Premier's Chair in Productivity & Competitiveness. From 1998 to 2013, he served as Dean. In 2013, he was named global Dean of the Year by the leading business school website, Poets & Quants.

He has published 10 books the most recent of which are *Getting Beyond Better* written with Sally Osberg (Harvard Business Review Press, 2015) and *Playing to Win* written with A.G. Lafley (Harvard Business Review Press, 2013), which won the award for Best Book of 2012-13 by *Thinkers50*. He has written 23 Harvard Business Review articles.

In 2013, Roger placed 3rd on the *Thinkers50* list, a biannual ranking of the most influential global business thinkers. In 2010, he was named one of the 27 most influential designers in the world by *Business Week*. In 2005, *Business Week* also named him one of seven global 'Innovation Gurus.'

Roger is a trusted strategy advisor to the CEOs of companies worldwide including Procter & Gamble, Lego, IDEO and Verizon.

A Canadian from Wallenstein, Ontario, Roger received his AB from Harvard College, with a concentration in Economics, in 1979 and his MBA from the Harvard Business School in 1981.

### **The Hon. Kevin Flynn, Ontario Minister of Labour**

Kevin Flynn was first elected to the Ontario legislature in 2003 as the MPP for Oakville. He was re-elected in 2007, 2011 and 2014.

Flynn is currently serving as the Minister of Labour. He has also been Parliamentary Assistant to the Minister of Transportation, the Minister of Infrastructure, the Minister of Training, Colleges and Universities, the Minister of Education, the Minister of Energy, the Minister Responsible for Democratic Renewal, and the Minister of Labour. In the latter role, he helped lead the provincial consultation process for Bill 211, which ended mandatory retirement in Ontario.

Prior to his election, Flynn owned an Oakville-based business, while serving as an Oakville Town and Halton Regional Councillor for more than 18 years, and winning six consecutive elections. He has always been active in the community, as President of the Halton Children's Aid Society, a mentor in the Big Brothers program and a coach of minor sports.

Flynn has been a champion for seeing Oakville preserve as much of its remaining, precious green space as possible. But he also understands bottom lines, the impact of high taxes on small business and the difficulties of operating a business in a changing economic climate. As a result of his environmental work, Flynn was awarded the 2007 Halton Conservation Award of Excellence.

Flynn and his wife, Janice, have one son, Nigel.

### **Julie Sullivan, KPMG**

Julie Sullivan is the National Lead Partner for KPMG's Shared Services and Outsourcing Practice. Julie and her team specialize in Shared Services, Information Technology Outsourcing (ITO), and Business Process Outsourcing (BPO) arrangements including business casing, transition and governance through all phases of the shared services transformation journey. Julie's focus has been on Services Portfolio Management, Governance and Transition. Her clients are spread throughout the US and Canada and across the public and private sectors. With over 20 years of experience, Julie has substantial expertise in helping organizations optimize the value of their organizations through the development of comprehensive blueprints focused on generating value and platforms for broader organizational transformation.

### **Daniele Zanotti, President & CEO, United Way Toronto & York Region**

With more than 20 years of experience in the public and non-profit sectors, Daniele has earned a reputation as an accomplished, strategic, and energetic leader. Daniele served as CEO of United Way York Region from 2007 to 2015. During that time he led an evolution that transformed the charity from federated fundraiser into a convener, mobilizer, and agent of community change. Under his guidance, the charity launched new initiatives to foster community dialogue; invested in more targeted and effective programming; and brought new social services to the communities most in need.

In 2015, Daniele was the catalyst of an historic merger between United Ways in York Region and Toronto. He committed himself and his organization to a broader alliance for community change — and established a new regional organization that is now better positioned than ever before to tackle issues on both sides of Steeles Avenue.

Following the merger — as the new head of resource development and captain of the first-ever United Way Toronto & York Region fundraising effort — Daniele led the 2015 campaign to a record-breaking achievement: \$100-million for United Way's agencies, programs, and initiatives. In this capacity he also played a fundamental role in driving greater alignment between strategies for youth, poverty reduction, and community investment across Toronto and York Region. Daniele took up his current role as President and CEO of United Way Toronto & York Region in July 2016.

Daniele has a Masters in Social Work from the University of Toronto and Bachelor's Degree from York University. He lives in Vaughan with his wife and two children.