

Thursday, October 29, 2009

8:10 am – 9:10 am

Location: Richmond/Adelaide Room

Opening Keynote



Craig McLaughlin

Vice-President of USA/Canadian Logistics and Customer Operations, Cadbury

Leading in Uncertain Times

In the current economic environment, organizations can easily become polarized in their efforts to manage through the tough times. Focusing too heavily on the transactional side of business can divert critical effort away from the long term strategic and human capital health of the organization.

Leading in Uncertain Times focuses on how one individual applies common leadership principles to support both short term and long term organizational success and colleague engagement.



Craig is the Vice President of USA/Canadian Logistics and Customer Operations at Cadbury. Prior to Cadbury, he was the V.P. of Supply Chain Integration at Nestle Canada. He has worked in the consumer goods industry since 1989 in various functions including I.T., sales operations and supply chain. Craig holds a Bachelor of Administrative Studies from York University.