

Waterstone MacKay Canada's Most Admired CEO Summit

The CEO as Chief Culture Architect: Designing Organizations That Perform, Endure, and Scale

The 2026 Canada's Most Admired CEO Summit brings together the country's most respected CEOs to explore the CEO's defining role as Chief Culture Architect — the leader ultimately responsible for designing the culture that drives performance, and for finding and developing the leaders who drive it forward, creating sustained competitive advantage and long-term value.

In a world of constant disruption, strategy alone is no longer enough. The CEOs who consistently outperform understand that culture is not a "soft" concept, but a deliberate system built with the right leaders with the right aligned behaviours, and who drive talent decisions, accountability, and execution.

This Canada's Most Admired CEO Summit celebrates and learns from Canada's Most Admired CEOs who have intentionally built cultures that enable great leadership, align people to purpose, and deliver measurable business results. Through candid conversations and real-world case studies, participants will gain insight into how exceptional CEOs design, embed, and scale culture as a true competitive advantage.

Tuesday, March 31, 2026

Location: Metro Toronto Convention Centre (255 Front St. W.), North Building, 100-level

AGENDA

- 10:30 am:** Registration
- 11:00 am – 11:30 am:** Lunch and Networking
- 11:30 am – 12:30 pm:** **Keynote Presentation: The Elements of Performing Under Pressure**
Dr. Dana Sinclair, Performance Psychologist (R Psych, C Psych), Human Performance International
- 12:30 pm – 1:00 pm:** Networking Break
- 1:00 pm – 1:05 pm:** Welcome from Waterstone Human Capital and MacKay CEO Forums
- 1:05 pm – 1:30 pm:** **Fireside Chat and Q&A**
Marty Parker, Founder and CEO, Waterstone Human Capital
Dr. Dana Sinclair, Performance Psychologist (R Psych, C Psych), Human Performance International
- 1:30 pm – 1:50 pm:** **AI & Culture: CEO Lessons Learned**
Nancy MacKay, Founder and CEO, MacKay CEO Forums
Skip Bourdo, CEO, Neighbourly Pharmacy
Sami Elkhazin, President, Schwank North America & Schwank Outdoor Products
Shaun Francis, Chair and CEO, Medcan

Moderator: Laura Vaughan, Forum Chair, Chief Learning Officer, and Ontario Regional Director,
MacKay CEO Forums

1:50 pm – 2:15 pm: MacKay Peer Learning Session

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2:15 pm – 3:05 pm: The Winning Recipe: Architecting, Building and Sustaining High-Performance

Marty Parker, Founder and CEO, Waterstone Human Capital
Lori Moffatt, Managing Director, Waterstone Leadership and Advisory Services
Lyn Currie, Managing Director, Waterstone Executive Search

3:05 pm – 3:30 pm: Networking Break

3:30 pm – 4:25 pm: The Winning Case Studies of Chief Culture Architects: In Conversation with the 2025 Canada's Most Admired CEO Award Winners

John Bianchini, Chair and CEO, Hatch
Pamela Lee, President and CEO, Mr. Lube + Tires
Adrian Rocca, CEO and Founder, Fitzrovia
Robert Varga, President and CEO, Insurance Insight Inc.
Dr. Ronald Cohn, President & CEO, The Hospital for Sick Children
Jay-Ann Gilfoy, President and CEO, Meridian Credit Union
Moderator: Lyn Currie, Managing Director, Waterstone Human Capital

4:25 pm – 4:30 pm: Closing Remarks – From Vision to Action

4:30 pm – 5:30 pm: Networking Reception

5:30 pm – 9:00 pm: Awards Celebration **Separately ticketed event*

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