



techalliance
of southwestern ontario

Secondary School Technology Awareness Campaign

As part of London Tech Week, TechAlliance is pleased to be able to offer high schools across the London region the opportunity to participate in the Secondary School Technology Awareness Campaign.

This initiative provides you the opportunity to invite any of the seasoned industry experts listed in this document into your classroom(s) during London Tech Week, February 1-5. These individuals have volunteered to share their experiences with your students and inviting them into your classroom will bring industry, educators and students together for a chance to learn about London's thriving technology sector. In addition, these speakers hope to provide information that will stimulate interest and encourage students to pursue studies and careers in technology.

If you wish to invite any of these speakers into your classroom, please complete the included Speaker Request Form and **fax to Sarah Edmundson at 519.858.5077** or complete the online form at <http://goo.gl/ij3gZj> as far in advance as possible, preferably with at least one (1) week's notice to ensure you get your first choice of speaker. For more information, please contact Sarah at 519.858.5146 or sarah.edmundson@techalliance.ca.

Thank you to our London Tech Week Sponsors



Premier Sponsor



Techcellence Awards
Celebration & Mixer Sponsor



Industry Partner

Speakers



Stephanie Ciccarelli, *Chief Marketing Officer*

Stephanie Ciccarelli is co-founder and chief brand officer of Voices.com. Immersed in the arts since infancy, Stephanie's formative years included classical training in voice, piano, violin, and musical theatre. A love for the written and spoken word and reverence for context and truth have prepared Stephanie well to lead within the industry and inspire many through her blog, *Vox Daily*. She graduated with a bachelor of musical arts degree from the Don Wright Faculty of Music at the University of Western Ontario and has found a unique way to apply her education to the field of voice acting, bringing a fresh perspective and voice to the industry.



When she's not spending time with her husband David and their four children, Stephanie volunteers her time consulting local organizations on social media, singing, and connecting with other likeminded women who positively impact in meaningful ways their families, neighbourhoods, work environments, and those around them. French presentations are available upon request.

Adam Caplan, *Founder*

Adam Caplan is Founder of web.isod.es, a London, Ontario company that produces social video for interactive experiences. Previously, Mr. Caplan was Creative Director for digital signage pioneer EK3, Executive Site Producer at hsn.com in St. Petersburg, Florida, and has lectured on e-commerce strategy at Western University for the past 10 years. Prior to that, Mr. Caplan worked in emerging media for agencies and studios in Los Angeles.

web.isod.es

Mr. Caplan currently serves on the Board of Directors for the Ontario Media Development Corporation and on its Strategic Planning Committee, and on the Board of Directors for The Grand Theatre. He previously served on the Board of Museum London and as founding chair of its Marketing and Development and its Standing Volunteer Committees. He co-founded the UnLondon Digital Media Association, and sat on London's Mayor's Economic Council and Emerging Leaders' Sustainability Advisory Committee.

Dr. Mike Katchabaw, *Associate Professor*

Dr. Katchabaw is an Associate Professor in the Department of Computer Science at the University of Western Ontario, and its current Undergraduate Chair. His research focusses on various issues in game development and networking, with dozens of publications and numerous funded projects in the area, supported by various government and industry partners. At Western, Michael played a key role in establishing its program in game development, as well as the Digital Recreation, Entertainment, Art, and media (DREAM) research group. With his efforts establishing Western as one of the first academic institutions with an interest in gaming, Michael is highly regarded in the gaming community.



David Billson, *President and Co-Founder*

For over 20 years, David has been deploying internet-related solutions and technologies to enhance efficiencies for both large and small businesses. Over the course of his career, David has managed all aspects of the software development lifecycle from requirements analysis to software production to quality assurance. He has held a number of progressive positions for both large and small businesses including: software architect, developer, project leader, and director of technology at Agribiz.net before co-founding [rtraction](http://rtraction.com) Canada in 2001. [rtraction](http://rtraction.com) was the 2014 winner of Business of the Year from the London Chamber of Commerce.



Speakers



Michael Feeney, *Coordinator, Game Development – Advanced Programming*

Since the early 80's, Michael has been working in the ever-developing field of computer and electronics hardware design, and computer programming. In addition to his role at Fanshawe, Michael also runs a consulting firm and has worked on a range of products and systems including: hand-held embedded games, web-based single and multi-player games, PC software and game components, and a range of embedded hardware/software/web systems.



Prior to coming on board as an instructor at Fanshawe College in 2001, Michael worked for various companies on a number of projects including: the design and manufacture of testing equipment; the overall design of an infra-red imaging and diagnostic system; large Oracle and SQL server databases for PriceWaterhouseCoopers; and at Precision Robots (now Brookes Automation).

In his presentation, Michael will share his personal experiences in the industry and provide your students with an overview of the specific roles involved in modern game development. Many students have a desire to “get into the game industry” but are often unclear about the specific role they are aspiring to fill.

Dustin Hill, *ScrumMaster*

As ScrumMaster and co-founder of Code Studio Co-Operative Inc. Dustin works to create a workplace that allows freedom, flexibility and openness and for a happy work environment. Code Studio does things differently, no really. We exercise a unique business model, that utilizes a unique style of project management to complete tasks within a unique payment structure—which is growing from a service based business to develop an internal product that is, well, unique.



Dustin has spent the last 15 years working within food service, entertainment, education, fashion, automotive and of course technology. He has seen through first-hand experience what works in business, and what doesn't. From his broad range of skills and experience combined with a team of seasoned industry experts they've created a software company that will prove as the model of success for the future. Dustin's entrepreneurial mindset is projecting a vision for Code Studio Co-Op as a global workforce that will re-define quality code in conjunction with equal (and fair) working standards for coders, designers and business professionals. Happy people creating beautiful world-class software.

Karen Chalmers, *Marketing & Public Relations Manager*

Karen is the Marketing & Public Relations Manager for Execulink Telecom— a leading Internet, TV, Home Phone and Mobility provider based out of Woodstock, Ontario. After receiving her diploma in Broadcast Television from Fanshawe College, Karen began a career in Film and TV Post Production specializing in Film Colour Correction. A number of years later Karen branched out doing Post Graduate work in Digital Media at George Brown College. This set the groundwork for her new craft in Graphic & Web Design, which lead to her various roles as a Creative & Marketing Director.



Her experiences these last twenty years, although varied, have always pivoted around creativity, media, and marketing; her current role is a culmination of these three disciplines. Karen's diverse knowledgebase and versatility has become an invaluable resource in the broad and ever-changing field of telecommunications, as well as the ever-changing field of marketing itself.

Speakers



Keegan Howlett – *Manager of Client Engagement & Recruitment*

Do your students ever wonder how they can get their foot in the door with a tech company without the education or skills to code, design web sites or even use Photoshop?

Keegan is InnoSoft Canada Inc.'s Manager of Client Engagement & Recruitment. InnoSoft is an intuitive software system used by University and College Recreation departments throughout the United States, Canada and Europe.



Keegan has worked with several not-for-profits in the London area, including The Boys and Girls Club, Big Brothers Big Sisters of London and Area and the YMCA. He also has experience working with Ivey Business School's Career Management Department as a Career Coach. He is passionate about growing his community and developing others.

In 2013, recognizing a growing trend in technology in London and surrounding area, he initiated a path to get his foot in the door with a tech company in London. Since starting out in a sales position, Keegan now plays a key role in InnoSoft's retention strategies and oversees talent acquisition. He looks forward to talking to your students about their game plan and his experience with the local tech community.

Anita Sutton - *Change Leader and Business Transformationalist*

As a Change Leader and Business Transformationalist, Anita works with Business Leaders and their teams to identify strategic objectives, leading project teams to execute on supporting initiatives leveraging technology and managing change.



With an educational background in Business, Supply Chain Management, Project Management and Business Architecture & Analysis, Anita has enjoyed an exciting career over the past 15 years evolving from Buyer roles to leading Purchasing, Inventory and Logistics teams to consulting on strategy, operationalizing initiatives with Senior Leaders and Executives and leading large project teams. She is passionate about personal development which has evolved into a morning ritual of fervently consuming leadership, industry and trending articles and blogs for her curated collection via Twitter and ensures she dedicates time yearly for education and growth.



**SPEAKER REQUEST FORM -
TECHNOLOGY AWARENESS CAMPAIGN**



Teacher Contact Information

Name: _____

School: _____

Phone: _____ Email address: _____

Grade: _____ Subject: _____

Please list your top 3 picks for speakers (in order of preference)

1. _____

2. _____

3. _____

Please list your top 3 dates and times, indicating start and end of time period
(in order of preference)

1. _____

2. _____

3. _____

Do you have the followin available for our speakers to use?

projector screen internet connection

Additional comments:

If first-choice speaker is not available on any of the requested dates and/or times, second choice will automatically be selected, followed by the third. Once a speaker is confirmed, you will be contacted with further details.

Please fax the completed form to Sarah Edmundson at 519.858.5077 or visit <http://goo.gl/ij3gZj> to complete the online version. For more information, contact Sarah at sarah.edmundson@techalliance.ca or 519.858.5146.