

Scott D'Cunha,

MBA, CM, FCIM, ICD.D



EXECUTIVE PROFILE

Executive marketing/digital leader with over 25 years of experience in delivering growth across several verticals, including regulated industries. ICD.D certification, Schulich MBA, Chartered Marketer (UK and Canada). Identifies as BIPOC. Dual Citizen: Canada and UK.

Areas of Functional Expertise:

- Marketing
- Sales
- Operations
- Merchandising
- eCommerce
- Customer Experience
- Communications
- Strategic Planning
- Business Transformation
- Corporate Social Responsibility
- Environmental, Social and Governance (ESG)

Areas of Industry Expertise and Interest:

- Retail
- Wholesale
- Professional Services
- Consumer Packaged Goods
- Telecommunications
- Financial Services,
- Energy and Utilities
- Technology
- Arts and Media
- Sustainability

BOARD EXPERIENCE

TREE CANADA, Ottawa, ON | 2018 – present

Chair of the Board, 2022 – present

- Chaired the board of directors of Tree Canada, Canada's national not-for-profit organization dedicated to the planting and nurturing of trees, with over 80 million trees planted over the last 30 years.
- Accomplishments to date include re-issuance of new board bylaws and charter, commitment to the 50-30 Challenge for board diversity, approval of a strategic plan to drive revenues from \$12M to \$30M over a three-year time frame, implementation of a new process to facilitate succession planning, reviews of cyber-security and crisis management protocols, approval of comprehensive technology implementation (over \$1M).
- Member of following committees: Audit & Finance, Governance & Nominations, Strategic Planning, Technology

Chair of the Strategic Planning Committee, 2019 – 2022

Worked closely with the CEO to develop a robust strategic plan across multiple dimensions, including revenue generation (driving revenues from \$4.5M to \$12M), growth in tree planting operations, brand management and employee engagement. Assumed the Vice Chair position in October 2021.

Board Director, 2018 – 2019

General Board Member, Audit and Finance Committee member.

CANADIAN OFFICE PRODUCTS ASSOCIATION, Toronto, ON | 2017 – 2018

Board Director – Industry association comprised of retailers and suppliers.

OAKVILLE LITERACY COUNCIL, Oakville ON | 2005 – 2011

Board Director – Local NFP focused on improving lives through increased adult literacy.

BOARD EDUCATION

- ICD.D Certification – Institute of Corporate Directors (ICD), 2023
- Directors Education Program (DEP102) – ICD-Rotman, 2023
- Not-For-Profit (NFP) Governance Essentials Program – ICD-Rotman, 2019
- The Digital Director: Cybersecurity and Social Media for Directors – Institute of Corporate Directors (ICD), 2018

PROFESSIONAL EXPERIENCE

LCBO, Toronto, ON | 2020 – 2024

Vice President, eCommerce

Accountable for the P&L of the eCommerce channel for the LCBO, the world's largest retailer and wholesaler of beverage alcohol, leading a team of 25 people, achieving rapid growth and improved profitability

- Redefined the eCommerce strategy, approach, and operations to drive sales and achieve more than three times the revenue target in FY2021, growing revenue by \$100M in a single year, and maintaining performance post-pandemic.
- Implemented and ran the online licensee and convenience business, managing over \$600M in business-to-consumer (B2C) and business-to-business (B2B) sales.
- Sponsored the organization's collaborative efforts to deliver on-demand delivery services in partnership with Skip the Dishes, Uber Eats, and Instacart in the Canadian market, building a pipeline of \$50M in annual incremental revenue.
- Led a broad cross-functional team to complete the request for proposal (RFP) process for a new eCommerce platform (\$18M investment), in an accelerated timeframe, selecting a suitable platform and system integrator, and then implementing the new solution within budget and timeframes, launching the platform in April 2022.

STAPLES INC., Mississauga, ON | 2008 – 2019

Vice President of Marketing, eCommerce and Communications, 2014 – 2019

National Director – Marketing and eCommerce, 2008 – 2014

Reporting to the President, accountable for all aspects of the Marketing, eCommerce and Communications functions for the B2B division of Staples, leading a 30-person department and various strategic initiatives

- Managed the P&L for the online B2B business, doubling the business from \$260M to \$530M, posting strong double-digit growth in seven consecutive years in a declining and flat, highly competitive market through marketing excellence.
- Built a highly successful industry award-winning marketing team (brand, digital, analytics and metrics, creative, public relations, communications, social media, print planning and production, events, integrated campaigns, sponsorships and partnerships) that was seen as highly innovative, accountable, and engaged throughout the industry.
- Launched the National Communications Department, to create and distribute customer and employee newsletters, announcements, and press releases, and manage public relations, events, social media, and crisis communications.
- Launched partnerships with Evergreen and Tree Canada to increase sales and average order size by over 22%, reducing small orders by 67%, planting over 250,000 trees and greening 36 schools in Canada

CAPGEMINI CANADA INC., Toronto, ON | 2003 – 2008

Senior Consulting Manager

Led the development of new marketing strategies and segmentation initiatives for Capgemini Canada's Consumer Products and Retail Division to achieve sales growth targets of over 10% per year.

- Served multiple clients, including Loblaw's, HBC, Canadian Tire, Shoppers Drug Mart, Albertson's, LS Travel Retail, Federal and Ontario Governments, Hydro One, Interac Association, Time Warner, and Ontario Lottery and Gaming.
- Developed a strategic marketing roadmap for a mid-sized international retailer aiming to double its North American presence to \$600M within five years.

TELUS MOBILITY, Toronto, ON | 2000 – 2001

Marketing Manager – Corporate Retail Stores Division

Developed the Corporate Retail Stores Division from 17 to 140 stores (35% of total business development) by developing the channel's national marketing strategy and managing the divisional retail marketing budget (\$5M).

BATA INTERNATIONAL, Toronto, ON | 1998 – 2000

International Management Associate

Recruited for leadership roles across Bata International's global operations, leading assignments across marketing, merchandising, operations and strategy functions in Europe and North America.

MARKS & SPENCER CANADA INC., Toronto, ON | 1994 – 1997

Store Manager, 1996 – 1997

Store Operations Coordinator, 1995 – 1996

Management Trainee, 1994 – 1995

E D U C A T I O N

CHARTERED INSTITUTE OF MARKETING, UK

Web Analytics and Social Media Monitoring Certificate, 2016

Digital Media and Branding Certificate, 2014

Diploma in Digital Marketing, 2013

Professional Postgraduate Diploma (DipM), Strategic Management, 2005

SCHULICH SCHOOL OF BUSINESS, YORK UNIVERSITY

Master of Business Administration, Marketing and International Business major, 1998

LANCASTER UNIVERSITY, UK

Honours Bachelor of Arts, Economics major, 1994

P R O F E S S I O N A L D E V E L O P M E N T

- **Fellow (FCIM)** – Chartered Institute of Marketing (UK), 2023 – present
- **Chartered Marketer (CM)** – Canadian Marketing Association, 2018 – present
- **Chartered Marketer (CMktr)** – Chartered Institute of Marketing (UK), 2008 – present
- **ICD.D** – Institute of Corporate Directors, 2023

S P E A K I N G E N G A G E M E N T S A N D A F F I L I A T I O N S

Public Speaker

- Savant, 2023
- International Conference on Cyber Warfare and Security (ICCWS), 2022
- eTail Canada, 2018
- Argyle Forum Customer Experience, 2018
- Internal Communication Conference, 2015
- CMO Exchange, 2015
- Loyalty Canada Conference, 2012, 2014

Council Member

- CMA CX Council, 2021 – present