MacEwan UNIVERSITY

BUSINESS STUDENT CONFERENCE

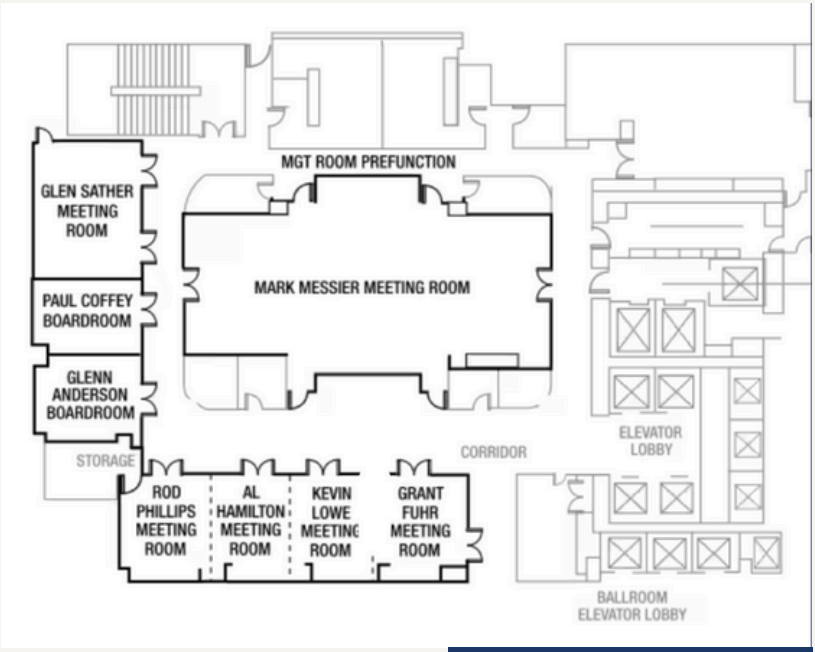
Friday, January 23, 2026
JW Marriott Edmonton (ICE District)

TABLE OF CONTENTS:

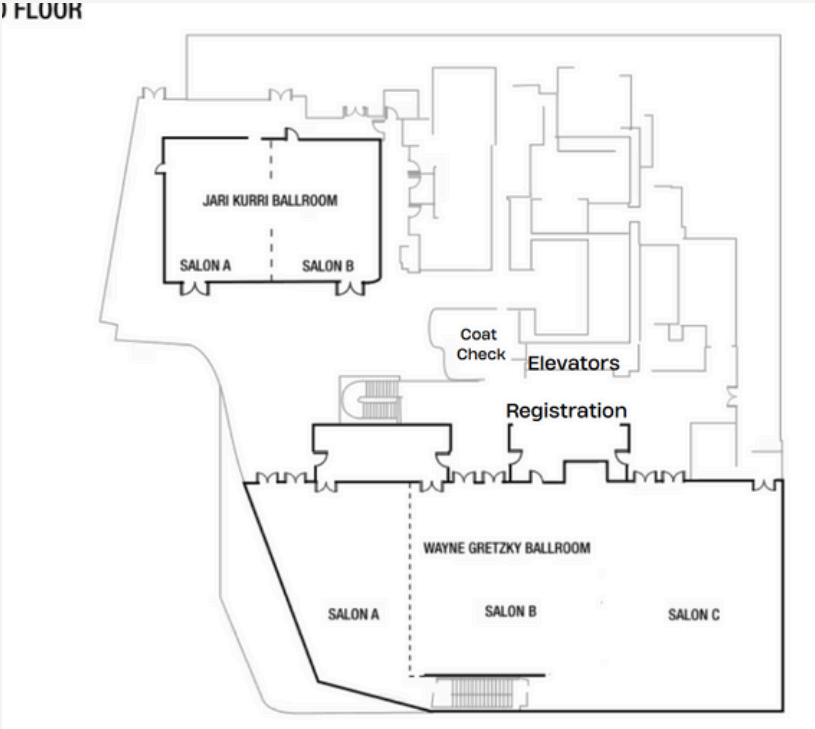
- Agenda
- Map
- Speakers and panelists
- Sessions
- Exhibitors
- General information

TIME	EVENT	LOCATION
8:00 - 8:30 a.m.	Registration / Exhibition / Light breakfast	Foyer Wayne Gretzky A
8:30 - 9:10 a.m.	Dean Perlow welcome Indigenous Ceremony by Daphne Alexis Opening speech Former Allard Chair, John Cameron speech	Wayne Gretzky B/C
9:10 - 10:25 a.m.	Keynote Speaker, Jennifer Moss	Wayne Gretzky B/C
10:25 - 10:55 a.m.	Break: Networking & Transition Time	Foyer
10:55 - 11:45 a.m.	Parallel Sessions A: Choose to attend one of the following.	
	Influencer Marketing and the Creator Economy	Lowe/Fuhr
	AI in Professional Development and the Workplace	Rod Phillips/ Hamilton
	Data Storytelling in Business	Wayne Gretzky A
	Business Intelligence: Trends and Implications for the Job Market	Jarri Kurri A
	Personal Branding	Jarri Kurri B
11:45 - 11:55 a.m.	Transition to Lunch	Foyer
11:55 a.m. - 1 p.m.	Lunch	Wayne Gretzky B/C
1:05 - 2:10 p.m.	Distinguished Panel • **Kristina Botelho** CEO, KB & Co • **Andrea Urbina** CEO, ELIXR • **Dan Hein** Board Observer, Chair, Marketing Committee BOMA Edmonton + North • **Matt Santos** CEO & Founder, BOM Growth	Wayne Gretzky B/C
2:10 - 2:30 p.m.	Break: Converse with Recruiters/Exhibitors	Foyer

TIME	EVENT	LOCATION
2:30 - 3:20 p.m.	Parallel Sessions B: Choose to attend one of the following.	
	Life After Graduation	Lowe/Fuhr
	MacEwan Ventures Innovation Fundamentals for Business	Wayne Gretzky A
	Expand Your Horizons: A Guide to Learning Abroad	Jarri Kurri A
	From Classroom to Career: Your Co-Op & WIL Launchpad	Jarri Kurri B
3:20 - 3:30 p.m.	Transition to Recruiters Q&A & Closing Remarks	Foyer
3:30 - 4 p.m.	Recruiters Q&A Dean Perlow Closing Remarks	Wayne Gretzky B/C



SECOND FLOOR



THIRD FLOOR

SPEAKERS AND PANELISTS



JENNIFER MOSS

Jennifer Moss is an international speaker, award-winning journalist and author, workplace culture strategist, and co-founder of the Work Better Institute, a global workforce policy think tank. She is a nationally syndicated radio columnist and writes for Harvard Business Review, Fast Company, and Fortune.

As a workplace expert, Jennifer is regularly invited by global media outlets to share her research and insights. Jennifer strategizes with leadership teams of large enterprise firms to measure well-being and improve organizational culture and performance. She is a former member of the Global Happiness Council, in partnership with Gallup and the UN, and contributor to their annual Global Happiness Policy Report.

Why Are We Here? is Jennifer's third leadership book focused on workplace culture and wellness. Her last book, The Burnout Epidemic, was named byThinkers50 as one of the 10 Best New Management Books of 2022. It was also shortlisted for the 2021 Outstanding Works of Literature Awards. Unlocking Happiness at Work was named a business book of the year in the United Kingdom. An updated second edition of the book was released in April, 2025. Jennifer's work also appears in the HBR Guide to Beating Burnout and the HBR Emotional Intelligence Series. Jennifer has been acknowledged as a Canadian Innovator of the Year, an International Female Entrepreneur of the Year and is the recipient of a Public Service Award from the Office of President Obama.

SPEAKERS AND PANELISTS



John Cameron

2024 ALLARD CHAIR IN BUSINESS & CHAIRMAN OF KELLER CONSTRUCTION LTD.

John Cameron is a business leader and community builder who believes in using business as a force for good. He is the former Allard Chair in Business at MacEwan University and currently serves as Chairman of Keller Construction Ltd.

Under his leadership, Keller Construction has delivered a diverse portfolio of commercial, residential, and industrial projects across Western Canada, grounded in integrity and people-first values. John is also the founder of the John Cameron Changing Lives Foundation, which has raised millions of dollars to support mental health initiatives across Alberta through large-scale community productions.



Dan Hein

BOMA EDMONTON + NORTH

With nearly two decades of experience, Dan Hein has built a career across residential and commercial real estate, supporting more than 4 million square feet of office, retail, industrial, and condominium assets.

His leadership has been recognized with multiple industry honours, including BOMA Edmonton's Emerging Leaders Award. Dan is an active member of the commercial real estate community, serving on BOMA Edmonton's Board and co-chairing the Marketing Committee, with a strong passion for mentorship and professional development.

SPEAKERS AND PANELISTS



Kristina Botelho

KB&CO

Kristina Botelho is the founder of kb&co, a plant-based café that launched in downtown Edmonton in 2016 and has since expanded across Alberta and into Kelowna. With a background in business and a passion for health and wellness, she has led the company through growth and the challenges of the pandemic, guided by values-based leadership, sustainability, and social responsibility.

Kristina is also MacEwan University's 36th Allard Chair in Business, an honorary role recognizing entrepreneurial excellence and community engagement. She actively supports student learning through guest lectures and events, and is committed to giving back through initiatives such as an annual community clothing drive.



Matt Santos

BOM GROWTH

Matt Santos is the Founder and Principal of BOM Growth, a fractional marketing consultancy providing embedded marketing leadership to growing and mid-size companies. He partners with founders and executive teams to build or rebuild marketing functions, from strategy and positioning to team design and operations.

With over 10 years of experience across B2B SaaS, technology, real estate, non-profit, and professional services, Matt has supported companies from seed stage through Series A and beyond. Known for his direct, practical approach, he helps teams move marketing from "doing things" to operating as a disciplined, results-driven function.

SPEAKERS AND PANELISTS



Andrea Urbina

ELIXR SIMULATIONS

Andrea Urbina is a strategic leader with 10 years of experience across the non-profit, post-secondary, and healthcare sectors. As CEO of ELIXR Simulations, she leads initiatives advancing the use of immersive technologies in education and healthcare.

Andrea has expanded ELIXR's Protégé Program, creating more than 60 paid work-integrated learning opportunities for students and recent graduates pursuing careers in extended reality (XR). She is a strong advocate for talent development, mentorship, and hands-on learning. Previously, Andrea helped launch the Peter Lougheed Leadership College alongside the Rt. Hon. Kim Campbell. Outside of work, she enjoys cooking and watching horror movies.

PARALLEL SESSIONS A

Influencer Marketing and the Creator Economy

Location: Lowe/Fuhr
Session Leader: Poonam Yadav, Instructor, MacEwan University
Session Participants:

- Tushar Rawal - Director, United Cultures of Canada Association (UCCA)

AI in Professional Development and the Workplace

Location: Rod Phillips / Hamilton
Session Leader: Asif Siddiqui, Instructor, MacEwan University
Session Participants:

- Kristian Bainey - CEO, K-PIC Systems / Chief AI Officer, PrecisionPro BioTech
- Roberto Vega Romero - AI Scientist, Exo

Data Storytelling in Business

Location: Wayne Gretzky A
Faculty Leader: Arka Mukherjee, Assistant Professor, MacEwan University
Session Participants:

- Claire Laing - Data Storyteller, City of Edmonton
- Joey Cherdarchuk - Analytics & Data Visualization Consultant, Freelance designer, Co-founder of Darkhorse Analytics

Business Intelligence: Trends and Implications for the Job Market

Location: Jarri Kurri A
Faculty Leader: Parminder Singh Kang, Associate Professor, MacEwan University
Session Participants:

- Ryan Sagert - Senior Manager, Banking Operations, National Bank of Canada
- Finn Buffett - Business Unit Planner, CGI Edmonton
- Gurnidh Kaur - Senior Procurement Analyst, Scott Pump Service
- Shaun Rudanec - Senior Managing Consultant, IBM Canada

Personal Branding

Location: Jarri Kurri B
Faculty Leader: Makarand Gulawani, Associate Professor, MacEwan University
Session Participants:

- Huy Do - Senior Strategy Manager, TELUS
- Melanie Neumeier - Assistant Professor, MacEwan University
- Jamie Humble - Partner, Vision Creative Inc.
- Amanda Mesluk - Manager of Sustainability and Compliance, PCL Construction

PARALLEL SESSIONS B

Life After Graduation

Location: Lowe/Fuhr
Facilitator: Regan Lusk, Work Integrated Learning Specialist, MacEwan University

MacEwan Ventures Innovation Fundamentals for Business

Location: Wayne Gretzky A
Facilitator: Tristan Ham, Manager, MacEwan Ventures
Session Participants:

- Nafaa Haddou - CEO and Co-founder at FireSafe AI
- Sarah-Mae Amde - CEO and Founder of Paragon Consulting

Expand Your Horizons: A Guide to Learning Abroad

Location: Jarri Kurri A
Facilitator: Nina Delling, Lead, International Mobility and Partnerships, MacEwan University

From Classroom to Career: Your Co-op and WIL Launchpad

Location: Jarri Kurri B
Facilitators:

- Monica Doherty - Co-Operative Education Instructor, MacEwan University
- Tracy Whatmore -Supervisor, Work-Integrated Learning, MacEwan University

Session Participants:

- Jordyn Kirchner - WIL Student, Bachelor of Commerce, Management
- Jether Rodrigo - Co-Op Student with City of Edmonton and Blatchford Redevelopment Team (Renewal Energy Systems) | Bachelor of Commerce, Marketing and Digital Experience Design
- Riya Kotia - Co-Op Student with Enbridge and 2025 Recipient of National Bank Co-Op Student Award | Bachelor of Commerce, Legal Studies in Business and Management

EXHIBITORS & ORGANIZATIONS

- Building Owners and Managers Association (BOMA) Edmonton
- Chartered Professionals in Human Resources
- Deloitte
- ELIXIR
- Insurance Institute of Northern Alberta
- MacEwan International
- MacEwan Makerspace
- MacEwan Ventures
- MNP LLP
- Pennock Acheson Nielson Devaney (PAND LLP)
- RBC
- Supply Chain Canada
- TELUS Corporation

WIFI

Wifi network:
MarriottBonvoy_Conference

Password:
macewan

PARKING

Precise Parklink is providing a special parking rate to all attendees.

Guests may park in any non-reserved spot on the public levels (P1A, P1, P2) at
10220 103 Ave NW.

Full-day rate: $16.65



Access to parking will be on 103 Ave NW. Closest landmark is Loblaws City Market, and can be entered going either west or east via the south city of Loblaws City Market.

Take the elevator to JW Marriott third floor conference space for check-in/registration.

Pay for parking at https://www.offstreet.io/events/K30DXHE2

PRIZE DRAW

Enter to win a copy of our keynote speaker, Jennifer Moss's incredible book, The Burnout Epidemic! To enter, fill out a ballot at the registration table. The winner will be announced in person at the end of the day, with an opportunity to get the book signed.

FREE HEADSHOTS

Stop by our photo booth to get a fresh and high-quality headshot done by a professional photographer!

BUSINESS STUDENT CONFERENCE