



As a marketing specialist with 30 years of experience Richard has held senior roles in both national and international advertising agencies and managed assignments for some of the countries largest advertisers including Nestle, Honda, Chrysler, the Ontario Ministry of Tourism, Delta Hotels, the Canadian Tourism Commission, and Tourism Toronto. He was Vice President Marketing at Tourism Toronto for seven years, and helped establish Toronto's position as a leading destination for leisure, meetings, convention and incentive travel.

Richard established BRAIN TRUST in 2000, a firm specializing in strategic planning, marketing plan development, creative execution, tourism product and experience development and industry consultations. The clients that they serve are a long list of private and public sector organizations primarily from the travel, tourism and hospitality sectors.

Richard lives in Mississauga Ontario with Sandra, his wife of 32 years, and has 3 children. He is an avid golfer and is active on several not-for-profit Boards. He currently serves on the Board of the Tourism Industry Association of Canada.