

Biographies: Management Team

Aimée Israel, LL.B - Chief Executive Officer

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Aimée graduated from the Faculty of Law from the University of Western Ontario in 1997 and returned to Toronto to practice corporate law at one of Canada's largest law firms. In 2000, Aimée had her first child and while on maternity leave co-founded a successful prenatal education and support network. After her maternity leave, Aimée joined Canada's largest confectionary company as corporate counsel on a part-time basis in order to maintain a balance between work and family life. In 2003, while on maternity leave again after the birth of her second child, Aimée felt that it was time to build upon her prenatal business experience and invest in identified growth opportunities leading to the creation of LifeSpeak.

Since the launch of the business, Aimée has been profiled in numerous publications including *The Globe and Mail*, *The National Post*, and *The Toronto Star* and has been quoted on both *CFRB* and *CBC Radio*. Aimee was also featured in "Get Real" written by Patricia Lovett Reid which features 26 Canadian women who share their secrets to authentic success. In 2008, Aimee was a nominee for the RBC Canadian Women Entrepreneur Award and in 2009 was named by Profit Magazine as one of Canada's Top 100 Women Entrepreneurs. LifeSpeak was also nominated to Canada's 10 Most Admired Corporate Cultures™ of 2009.

Aimee lives in Toronto with her husband and 3 children.

Michael Held, LL.B., MBA – President

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After graduating with the gold medal from the combined LL.B. / MBA program at the University of Toronto in 1997, Michael practiced as a corporate lawyer at one of Canada's largest law firms in the areas of mergers and acquisitions and securities law. In 2001, Michael moved to one of North America's leading strategy consulting firms where he earned a position on the Toronto management team. As a consultant, Michael provided advice to Canadian and global organizations with respect to developing business unit and corporate strategies, evaluating acquisition / merger opportunities, and enhancing strategic planning and organizational processes. Michael's experience has included a significant focus on healthcare and he has worked on client engagements in a variety of other industries including consumer products, government (economic development), financial institutions, food services and natural resources. Michael lives in Toronto with his wife and son.

Claudine St. Jean, Senior Director, Western Region

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After graduating from McGill University with a degree in Finance and International Business, Claudine began her career in the financial department of a leading insurance company. In 1990, her love of nature brought her to Calgary where she became an Assistant-Controller for a large courier company. In 1995, she decided to make a career change and became a Business Consultant for an internationally renowned consulting firm. After her second daughter was born, Claudine continued consulting on an independent basis. In 2005, Claudine joined the LifeSpeak

team as Program Director, Calgary and enjoyed this role for 3 years before being promoted to her current position. She has been a key player in the success of LifeSpeak's newest offerings including the *Making It Work* half-day conferences. Over the years, Claudine has been involved at many levels with non-for-profit organizations. She is a humanitarian at heart. She has worked as a human rights observer in the jungles of Guatemala and participated in a four-month assignment in South Africa with her family, where she and her husband job shared an executive directorship role for the Society of Children of AIDS. Claudine lives in Calgary with her husband and two daughters.