

An ornate, multi-tiered chandelier with numerous small, glowing lights hangs from the ceiling. The background features classical architectural elements, including columns with decorative capitals and panels with intricate geometric lattice work. The lighting is warm and ambient, creating a sophisticated and elegant atmosphere.

Tipping the  
scale on talent.

GROWTH SUMMIT 2019

C100 

With the goal that Canada should be the destination for top tech talent, C100 convened growth stage CEOs, Executives and Heads of Talent in San Francisco to discuss how to make this a reality in the next 5 years.



# Growth Summit At a Glance



## Growth Summit By the Numbers



Live tweets earned **26.5k impressions**, with a double-than-average engagement rate



“Who is Hiring” campaign promoted LinkedIn posts for **28 jobs**, with **6.3k impressions**



Attendees booked **69 meetings** through the Brella attendee app



**32 companies** attended – 21 invited growth-stage companies, 11 corporate partners

# OPENING RECEPTION

Growth Summit 2019

Close to 200 members of the C100 community gathered at Bluxome Street Winery to network and hear 3 co-founders of Canada's most exciting companies tell us why now is the time to look for opportunities in Canada.



Ray Reddy, CEO at Ritual



Joost Ouwerkerk, CTO at Hopper



“If you believe that we’re in a global war for talent, the countries that will win are those who are the best at attracting and retaining people from all over the world.”

- Andrew Graham, Co-Founder & CEO at Borrowell



Welcome to  
**GROWTH  
SUMMIT 2019**

## Growth Summit 2019

An invitation-only summit for the leaders behind Canada's top growth start-ups and executives of C100's corporate members.

### Attending Companies



CLEARBANC



//MotSquad

peopleai



RITUAL

SH-PE

Slice

TRACK TIK



wave



“Culture is what happens when you are not in the room.”

- Shuman Ghosemajumder, CTO  
at Shape Security

Shuman kicked things off discussing important lessons he’s learned in a career that’s included building Gmail to most recently going from stealth to hyper growth in short time at Shape Security.



“The best founders are in a constant state of recruiting.”

- Jen Holmstrom

Derrick Fung, CEO & Founder at Drop

Jen Holmstrom, Head of Talent at GGV Capital

Marc Jacobson, CEO at Terrain Advisors

Melissa Taunton, Talent Partner at NEA



## The Talent is Right in Front of you! How to Build the Next Generation of Canadian Talent



Brittany Forsyth, SVP of Talent at Shopify & Rahim Fazal, Founder & CEO at SVAcademy

Brittany focused on the Shopify story of investing in their talent, *"We make commerce better for everyone by building an environment that empowers care and growth in high-impact people."*

Rahim spoke about the need to look for candidates outside of the usual networks. When people restrict themselves to candidates from similar schools, cities, and backgrounds, they miss talent that will diversify their workplace and be most successful. *"Skills, values, attitudes and beliefs over work experience, any day."*



## Cultivating a High-End Sales Team that Competes with the Giants



Oleg Rogynskyy, Founder & CEO at People.ai

In his campfire session, Oleg shared his story of how he built a world-class enterprise sales team. He facilitated discussion on leveraging high powered events for critical leads, upgrading marketing performance and how to hire for sales success.



# Are Distributed Teams and Offices the Future?

Ashira Gobrin, SVP People & Culture at Wave

Ashira Gobrin led a discussion on the differences between distributed offices and remote work, why distributed offices may be necessary to attract world-class talent and how to maintain culture globally.



## Going North: Considerations when Opening a Canadian Office



Nilam Ganenthiran, Chief Business Officer at Instacart & Irfhan Rawji, CEO and Founder at MobSquad

Nilam told the story of Instacart's decision to expand Instacart's Canadian footprint with a large Toronto presence. In the process, Nilam's team learned that in Toronto talent retention is higher, acquisition costs are lower, and the talent pool tends to be more "mission-driven" than that of other major tech hubs.

Irfhan discussed how changing immigration policy in the US has constrained US start-ups. His company, MobSquad, helps those startups keep access to top talent with an end-to-end solution for talent relocation to Canada.





Michelle Zatlyn, COO & Co-Founder at Cloudflare  
in conversation with Chris O'Neill, Board Director  
at GAP and former CEO of Evernote



“Culture is the only  
thing in a company  
that’s truly a  
democracy.”

- Michelle Zatlyn



Laszlo, known colloquially as “the father of people analytics” shared his philosophy and data-driven approach to hiring and management, shattering strongly-held assumptions about grades and pedigree.

Michele Romanow, Co-Founder and President of Clearbanc

Laszlo Bock, CEO and Founder at Humu; Former SVP of People Operations at Google; and author of Work Rules!

