

2024 FOOD TRENDS SEMINAR SPEAKERS BIOS



Jo-Ann McArthur has spent a career building brands with consumers and retailers at Molson, Procter and Gamble, Unilever and Cadillac Fairview.

As a divisional President of Molson Coors and a North America Management Board member, Jo-Ann led the charge to sell more beer more profitably. As the owner and President of Nourish Food Marketing, Jo-Ann now builds powerful brands for food and beverage products in Canada, the US and Europe, creating marketing strategies that help move products off the shelves and into the consumer's shopping basket onto their plates and into their hearts.

She has worked with entrepreneurs to launch award-winning products and with Municipal, Provincial and Federal agencies to create programs that support Canada's food industry. She has also been an instructor at Schulich Executive School of Business, FoodStarter (a food incubator), the Sponsorship Marketing Council of Canada and the Association of Canadian Advertisers.

Jo-Ann is the founding chair of the Sponsorship Marketing Council of Canada, a Past President of The Empire Club of Canada, where she hosted leaders from around the globe, and a Past Chair of ABC Life Literacy Canada.

She currently appears in the international TV documentary series "Eat Me (or Try Not to)," as a food marketing expert on Curiosity Stream.



Brian Lenahan, author of seven published books on Artificial intelligence and Quantum Computing, is founder and Chair of the Quantum Strategy Institute, a 20-person global think tank. Brian consults to corporate and scale-up organizations, developing roadmaps to integrate AI technologies and is an AI and Quantum advisor working with Ontario's Regional Innovation Centers.



Fatim Ajwani is a registered dietitian with over 20 years of experience in clinical dietetics and nutrition research at the University Health Network. She currently works in Cardiac and Stroke Rehab at Toronto Rehab and is part of the Canadian Consortium on Neurodegeneration in Aging (CCNA) on diet and brain health research.

She has been involved in various research initiatives including the development of the Brain Health Food Guide, the online Brain Health Pro program and Dementia Wellness Canada website. She is currently providing nutrition intervention for the LEAD trial which is looking at reducing dementia risk factors in older adults.

Fatim also volunteers for various community health promotion groups and non-profit organizations working to reduce food insecurity in both Canada and Africa.



Sarah Kate is Canada's leading non-alcoholic drinks expert. She is the founding publisher of online magazine Some Good Clean Fun, launched in 2021 as a resource and community for anyone thinking about reducing, replacing or removing alcohol from their life, and looking for good things to drink.

Sarah has spent the last four years documenting the changes in the non-alcoholic beverage industry and advocating for a more inclusive hospitality industry. Sarah formerly worked in strategic communications and marketing, and is based in Toronto, Ontario. Her favourite drink of the moment is non-alcoholic Sauvignon Blanc.