

## Atlantic Business Magazine 2025 Top 50 CEO Nominee Information Form

*This is provided for your information only; completed forms MUST be submitted online by 11:59 pm AT on January 23, 2025:*

*<https://atlanticbusinessmagazine.ca/award-programs/top50ceo-nominee-information/>*

First Name

Last Name

Title (e.g. CEO, President, Regional Director, etc...)

Are you a past Top 50 CEO award winner?

Yes

No

If you are a previous Top 50 CEO award winner, list the years for which you have won awards:

Name of company/organization you lead

How long have you been with this company/organization?

Is your company/organization:

A for-profit entity with 250+ employees

A for-profit entity 51-250 employees

A for-profit entity with 1-50 employees

A non-profit/not-for-profit organization or industry association (includes non-profit/not-for-profit organizations with a for-profit subsidiary)

A Crown corporation or post-secondary institution

Description of your company/organization in **FIVE words or less**; please be literal in your response. If it's Software as a Service, or a Utility, that's what you should say. Don't say you facilitate mechanical interactions.

Atlantic Canada head office mailing address

Street Address

Address Line 2

City

Province

Postal Code

Atlantic Canada head office street address, if different from above

Street Address

Address Line 2

City

Province

Postal Code

Corporate and/or personal Twitter accounts

Corporate and/or personal Facebook accounts

Corporate and/or personal LinkedIn accounts

Corporate and/or personal Instagram accounts

Telephone number

Nominee e-mail address

Name of executive assistant

Executive assistant email

Name of your marketing/communications director

Marketing/communications director email

If you are a Top 50 CEO award winner, do we have your permission to share your contact information with the other award winners/event sponsors?

Yes

No

In **50 words or less**, what are the main highlights of what you have accomplished in your current position? Here are some examples to show you what we are looking for:

1. Jane Smith has been CEO of XYZ Corporation since 2001. She has guided this general contracting firm to achieve 25 per cent sales growth, increased profitability by 50 per cent and launched industry-leading carbon capture building processes. Jane says none of it would be possible without her exceptional team.
2. Joe Smith... as the founding president of nonprofit advisory organization Here4U, Joe is helping charitable organizations across North America become more effective at change management. In just five years, his proprietary assessment tools have transformed more than a thousand nonprofit organizations, earning them bigger donations and more volunteers.

**Questions in this section are viewed by the judges and will be used as the “interview” for your profile in our May issue. If there is a response that you do NOT want made public, mark it as For Judges Only.**

**Executive Summary:**

In 500 words or less, tell us who you are and how you arrived at this point in your career. Do include any obstacles overcome.

**Leadership Assessment:**

The judges want to know about your leadership philosophy, approach to team building and response to managerial challenges. Use specific examples. Your response here, combined with your two referral letters, comprise 45% of your overall score.

**Industry Innovator:**

Show the judges you're an expert in your field (i.e. the person who sets – and raises - the bar). Use specific examples to illustrate how you're a trendsetter. (20% of overall score)

**Awards/Recognition:**

List any provincial, regional and/or national/international recognitions you have received for your work. (10% of overall score)

**Community Involvement:**

*Atlantic Business Magazine's* Top 50 CEO awards recognize individuals who are not just exceptional businesspeople, but people who are also true community and civic leaders. How are you giving back to your community – include current volunteer efforts and charitable donations (10% of overall score)

**Corporate Growth** (answers to the following are worth 15% of your overall score)

2024 corporate revenue:

Under \$5 million

\$5 million to \$10 million

\$10 million to \$20 million

\$20 million to \$50 million

\$50 million to \$100 million

\$100 million to \$500 million

\$500 million to \$1 billion

Over \$1 billion

How does your 2024 revenue compare to 2022? Use specific percentages (e.g. +10%, -3%)

How many employees did you have in 2024 (list full-time and part-time as separate numbers)?

How does your 2024 staffing level compare to 2022? Use specific percentages (e.g. +10%, -3%)

How did you achieve this level of growth (describe challenges overcome, broader economic impacts, industry trends, etc...)

**Your responses to questions in this next section are for statistical purposes only and will NOT be shared with the judges. Individual responses will NOT be published, only the collective results.**

How much did your company/organization donate to charitable/community causes in 2024? Include cash and inkind donations, expressed as a total dollar amount:

How did your 2024 corporate charitable contributions compare to 2023?

Increase

Decrease

No change

If there was a change in your charitable contributions, why did they increase or decrease?

Does your organization have measurable Diversity, Equity, Inclusion goals?

Yes

No

If yes, which of the following measurable goals do you have in place (click all that apply)

Board BIPOC diversity

Board gender diversity

Board inclusivity of persons with disabilities

Management BIPOC diversity

Management gender diversity

Management inclusivity of persons with disabilities

Respectful workplace policies and training

Staff BIPOC diversity

Staff gender diversity

Staff inclusivity of persons with disabilities

Wage equity

Workplace celebrations of diverse cultures

Other (please specify)

What tools are you using to measure your progress on these goals?

Looking at global issues, what (if any) affect your company/organization? Click all that apply

Armed conflict

Energy transition

Food supply

Foreign ownership

Global warming

Green processes/materials

Immigration

Inflation

Skills shortage

Supply chain

Trade tariffs

Transportation & logistics

Other (please specify)

Are you currently using A.I. in your operations?

Yes

No

If you are not already integrating A.I. into your operations, do you plan to do so?

Yes

No

If you are currently using, or want/plan to use A.I., what operational advantage do you believe it will offer? Check all that apply

Achieve operational efficiencies

Develop or enhance your products/services

Reduce costs

Reduce workforce

Other (please specify)

Are you concerned about the use of A.I. to promote misinformation on social media platforms?

Yes

No

Are you planning to expand operations in the coming year, either by launching new offices/divisions/products or through acquisition?

Yes

No

Are you planning to hire more staff in the coming year?

Yes

No

Does your company have foreign workers/immigrants in its workforce?

Yes

No

Would you be able to fill job vacancies without foreign workers/immigrants?

Yes

No

Looking at your HR requirements in the coming year(s), what skillset does your company need most?

Accounting

Administration

Customer service

Maintenance

Management/supervisors

Marketing/communications

R&D

Sales

Technology

Other (please specify)

Is your workplace:

100% In-person (staff work at a corporate location)

100% Remote (e.g. work from home)

Hybrid of both

Is your current in-person/remote/hybrid workplace how you operated before Covid?

Yes

No

When it comes to HR, which of the following are your top 3 most effective strategies for staff recruitment/retention?

Community involvement (i.e. donations/volunteer work)

Flexible work options

Employee engagement

Health benefits plan

Opportunities for career advancement

Opportunities for professional development

Paid time off (e.g. vacation, personal days, etc)

Remuneration (e.g. salary, profit-sharing, performance bonus, etc)

Social activities

Workplace culture

Other (please specify)

Does your organization offer all staff annual cost-of-living salary increases?

Yes

No

Other (please specify)

In your organization, what criteria influence salary increases? Click all that apply

Corporate finances

Board approval

Individual performance

Years of service

Does your organization conduct performance reviews? Click all that apply

Monthly

Quarterly

Yearly

Other – please specify

What is the most stressful part of your job? Click and drag to put them in priority from first to last

Excessive workload

Managing workplace personalities

Paying bills/meeting payroll

Revenue generation

Rising costs

Shareholder expectations

Talent recruitment and retention

Other (please specify) \_\_\_\_\_

Is your company/organization a member of a Board of Trade/Chamber of Commerce?

Yes

No

If yes, which Board(s) of Trade/Chamber(s) of Commerce are you members of?

How many weeks of vacation are you entitled to annually?

1

2

3

4

5

6+

How many weeks of vacation do you typically use per year?

How old will you be in May (when we announce the award winners)?

Are you married?

Yes

No

How many children do you have?

What is your highest level of education?

High School

Some post-secondary

College diploma/certification

Undergraduate degree

Master degree

Doctorate

List any post-secondary institutions you have attended

The most effective professional development activity for a CEO is...

List any professional associations of which you are currently a member

What single piece of technology is most important to the way you do business? Why is it so important?

What was your salary last year, including bonuses and stock options? Select the correct response

Less than \$100,00

\$100,001 to \$300,00

\$300,001 to \$500,00

\$500,001 to \$750,000

\$750,001 to \$1,000,000

More than \$1,000,000

How do you relieve work-related stress? Select all that apply.

Go to gym

Yoga

Exercise at home

Meditation

Walk/hike

Read

Screentime (e.g. TV, movie)

Disconnect from electronic devices

Time with family

Other

How many hours a day do you work on average?

How do you create a healthy balance between work and your life?

Main markets where your company/organization sells goods/services:

Atlantic Canada

Canada (outside Atlantic Canada)

United States

South America

Africa

Asia

Australia

Europe

Middle East