



## Paul Alofs

*President & CEO, Princess Margaret Hospital Foundation*

Paul is the President and CEO of The Princess Margaret Hospital Foundation in Toronto. The Foundation raises about \$60 million a year for cancer research, patient care and education and is Canada's largest hospital foundation. He currently serves on the Boards of Equitable Trust (TSE:ETC), World Wildlife Fund of Canada, and has been elected to the International Cancer Foundation in Geneva (ICF). He has also served as Board Chair of Covenant House, Canada's largest shelter for homeless youth.

Paul grew up in Windsor, Ontario and began his career in marketing with Colgate-Palmolive Canada in 1978. After obtaining his MBA from York University, he worked with an entrepreneurial marketing services company called Marketing & Promotion Group. In 1989 he was named President of HMV Music Stores Canada and grew that business from \$30 million in revenue to over \$200 million in annual revenue. He was President of BMG Music Canada and was named Music Industry Executive of the Year in 1996.

He relocated to Los Angeles after leaving BMG and became General Manager of the 500 Disney Stores in North America. He had P&L responsibility for the 15,000-employee Store group. He left Disney to help with the start-up of MP3.com. In his role of President, Strategic Business Units, he helped launch one of the more successful IPOs of the Internet age. After selling his MP3.com shares in November 1999, he became a private investor, board member and not-for-profit volunteer.

Paul was named one of Canada's Top 40 Under 40™ business leader in 1995 and was voted as one of the "Best of the Best" in 2005 by his fellow Top 40 Alumni. He has received the Outstanding Progress and Achievement Award from York University Schulich School of Business. He was named Innovative Retailer of the Year by the Retail Council of Canada and has also served on the Board and Executive Committee of that organization. In 2002, he received the University of Windsor Alumni Achievement Award. In 2005, he was an inaugural inductee into the Canadian Marketing Hall of Legends. He is the first Canadian to have his picture on the front cover of U.S. based journal *Advancing Philanthropy*.

Paul has two children and resides in Toronto.

OFFICIAL NATIONAL TITLE SPONSOR



The Weekend to End Women's Cancers is a trademark of Princess Margaret Hospital Foundation, used under license;  
Shoppers Drug Mart is a trademark of 911979 Alberta Ltd., used under license.