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## **DARREN FARMAR**

**Industry Advisor, Consumer Packaged Goods & Retail**

Panel Moderator

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## **AFREEN MIAH (she/her), iBBA 2020**

**Staff Consultant, National Healthcare, EY**

Afreen has worked with a range of healthcare bodies, including hospitals, provincial healthcare authorities, and insurance programs on transformational initiatives. She graduated from the iBBA program in 2020. During her time at Schulich, she was involved with several extracurricular activities. Outside of work, Afreen is pursuing her masters degree in Healthcare and Design at Imperial College London on a part time basis.

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## **MELANIE REIXACH-WONG (she/her), iBBA 2020**

**Strategy Business Consultant, Ernst & Young**

In her work as a consultant, Melanie supports social enterprises and public and private sector clients with their challenges including digital strategy and process optimization. Outside of work, Melanie is a Research Assistant at York University and supports Professor Brent Lyons and Professor Atipol Supapol with research on diversity, equity, and inclusion, and the internationalization of small-medium enterprises (SMEs). She currently sits on the Board of Green Communities Canada and Village International Relief Organization.

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## **SOPHIA RONDINONE, BBA 2021**

**Enterprise Brand Partnerships, #paid**

Sophia recently graduated from the Schulich School of Business with a specialization in Marketing and Organizational Behavior. She always had an interest in entrepreneurship as both of her parents run their own successful landscaping company. During University, she was able to explore this curiosity through courses such as Social Entrepreneurship and Family Business that led her to quit her corporate job to pursue sales and marketing at a rapidly growing startup called #paid. She's currently on the Enterprise Brand Partnerships team where she travels across the United States and Canada to present and lead round table discussions with marketers, educating them on strategies to implement in order to level up their current influencer marketing strategy. She also co-hosts a podcast called The DTC Growth Show where they talk to founders and leaders at some of the most exciting DTC brands in the world.

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