

Alumni Panel Speaker Profiles

Moderated by **Ashwin Joshi**, Associate Dean Programs; Director of the MBA in India Program;
Associate Professor of Marketing



KEITH LOO, MBA '12

CEO and Co-Founder, Skinopathy

Keith is the CEO and co-founder of Skinopathy, a medical data & AI startup that was borne during the pandemic that is rapidly changing how healthcare does dermatology in Canada. He is also a scale-up adviser, venture builder, and investor who leads high-potential, high-scale businesses on their technology, go-to-market, and growth strategies. He is heavily involved in the Canadian tech start-up community, and mentors, consults, and advises out of several incubators and accelerators in the Greater Toronto Area.

Keith has more than 20 years of technology and business experience working with firms such as Logitech, HP, IBM, Microsoft, and others. He has worked also with many of the world's largest retailers, banks, telcos, and technology firms to build their Data & AI strategies and innovation labs.

Keith is an Entrepreneur-in-Residence at the Lassonde School of Engineering, a Data & AI Lecturer at Schulich ExecEd, and an Entrepreneurship instructor at the Schulich School of Business. He also serves on several boards and committees, including the Innovation Leadership Council in York Region.



SHELLEY LI, MBA '19

Director, Innovation Banking, CIBC

Shelley Li is a Director at CIBC Innovation Banking, where she delivers strategic advice, cash management and funding to innovation companies at each stage of their business cycle, from start up to IPO and beyond. She is a recipient of The Peak's 2023 Emerging Leaders award for Finance & Investing.

Prior to CIBC, Shelley worked as Vice President, Technology Banking at Silicon Valley Bank (SVB). She played a pivotal role in building and expanding SVB across Canada as one of the first 13 employees in Toronto. She had also worked at the Business Development Bank of Canada (BDC) and HSBC Commercial Banking.

In her spare time, Shelley volunteers as the Toronto Chapter Lead for Canadian Women in Venture Capital, and serves on the Membership Committee of the Canadian Venture Capital & Private Equity Association (CVCA). Shelley holds an MBA and BBA from the Schulich School of Business.

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ELYA ORNELAS, MBA '11

EVP, Anti-Fraud, Compliance & Operations, PSP Services Inc

Elya Ornelas is an accomplished professional and proud Graduate of the Schulich School of Business (2011 MBA, 2007 iBBA). Currently serving as the Executive Vice President of Anti-Fraud, Compliance and Operations for PSP Services Inc., Elya brings a wealth of knowledge and experience to the position with an emerging company in the fintech space – playing a pivotal role in the rapid growth of the organization. Her journey from Schulich to the business world is a testament to her dedication, resilience, and continuous pursuit of excellence.

Beyond her impressive career, Elya is a proud mother to three beautiful children. She is most passionate in this role, finding her true purpose in balancing the demands of business leadership and the joys of family life. Elya is not only a trailblazer in the business world, but also a source of inspiration for aspiring leaders - particularly for those looking to navigate the delicate balance of career and family.