

**Pamela Ross – Vice President, Communications & Chief Marketing Officer,  
Sunnybrook Health Sciences**

Pamela Ross has worked in the field of advertising and marketing for over 20 years, focusing her work in the not-for-profit field since 2002. Currently, she is the vice president of communications and chief marketing officer at Sunnybrook Foundation. Prior roles included senior marketing roles at WWF-Canada and Plan Canada. Before her entrée into not-for-profit, she worked for a number of advertising agencies on brands such as CIBC, Sprint, Jeep, Hewlett Packard, among others. Pamela's business and marketing achievements have been recognized both nationally and internationally. She is a regular contributor to *Marketing Magazine* and a guest speaker for industry and academic groups.