

MARNIE WALKER



Keynote Speaker

Marnie Walker's story of triumph over adversity, determination and business savvy coupled with infectious passion inspires all who meet her.

Multi-faceted, she grew up in a small town in Ontario, went on to become a Dean's list MBA graduate who honed her business skills in the corporate world before establishing Student Express.

Walker financed the start up of Student Express with her credit card, hired a manager and drivers, and kept her day job for five years, investing everything she had in the company.

Under Walker's leadership, the company grew from a start up company in 1990 to a leader in its sector with over \$10 million in revenues, 295 employees and 250 vehicles.

Marnie credits this success to identifying and capitalizing on the special needs transportation market niche, developing a culture of respect and accountability, utilizing change as a motivator and focusing on long term relationships.

Before becoming an entrepreneur, Walker worked in business development, logistics, marketing and advertising for Columbia Records, Foster Advertising and Bell Canada and taught business at Humber College.

Using canes and crutches for eight years as the result of a serious illness, Walker understands the power of hard work, focus and determination in achieving your goals.

Having recently sold Student Express she is pursuing her next business.

Marnie is a guest lecturer at the Schulich School of Business and a keynote speaker at business and association functions. Her recent engagements include: Rotman School of Management, Schulich School of Business, Women Entrepreneurs of Canada, eWomen Network and In the Company of Woman. Her speaking venues include: keynote address, panel discussion, classroom, and motivational events.

RECENT ACKNOWLEDGEMENTS

2005 CAWEE ExtraOrdinary
Woman of the Year

2004 Rotman Woman
Entrepreneur of the Year

37th on the 2004
Profit W100: Canada's
Top Women Entrepreneurs

Finalist, 2004 Ernst & Young
Entrepreneur of the Year Awards

38th in the School Bus Fleet
2004 North American listing
of School Bus Companies

Finalist, 2004 Enterprising
Women of the Year Awards
(North America)



What Do Others Say?

"The woman we are honoring has a special blend of creativity, insight and courage that has led her to innovate and implement business strategies that provide opportunity and value to her customers, the industry and community. Her achievements are an example not only to other women who are looking to succeed in an increasingly competitive business environment but to all entrepreneurs."

— Roger Martin, Dean Rotman School of Management, University of Toronto

"Marnie is a very passionate and engaging speaker who is able to connect with her audience from the first moment. Her candor and willingness to share her experiences was very inspirational and enthusiastically received by all attendees."

— Roula Panopoulos, Mgr. Development, Schulich School of Business, York University.

"I wanted to let you know how incredibly inspirational your presentation was. You really nailed down the myths and doubts we have and gave us strength and encouragement to get beyond them. Your realistic and humbling style was not only refreshing but also touching and meaningful. Although I'm not an entrepreneur in the same sense I found it very applicable to what I do in my job/life. Many of the things you said remain in my thoughts."

— Angel Tang, Associate Advisor, RBC Dominion Securities Inc.

"Marnie was the perfect keynote speaker for our MBA students, alumni and faculty. She was inspiring and everyone in the audience easily related to her experiences."

— Steve Arenburg, Executive Director, Rotman School of Management, University of Toronto

"Marnie held the attention of over 130 women as she shared her story of starting her business and the lessons learned along the way. Her talk was informative, entertaining and most important, real. She told it as it is and the women in the audience appreciated her honesty and humour."

— Anne Day, Executive Director, Company of Women

"Marnie Walker speaks with a quiet passion about what it is to be an entrepreneur. Her down-to-earth style engages the audience as she recounts her transition from the corporate world to entrepreneurship. As a business owner, I identified with her drive and determination to follow her instincts, as well as her heart. Her story is a good one, one worth being heard."

— Dave Walker, Owner, Big Sky Aerial Photography

Topics

Beyond the Entrepreneurial Myths

Successful entrepreneurs are often viewed as risk takers, workaholics, and visionaries who have all the ideas. Marnie dispels such myths and shares the realities of building Student Express, from a start up in 1990, to a company generating over \$10 million in revenue.

It Takes More Than A Good Idea

Why do some businesses succeed and grow and others not? Drawing on her experiences in taking Student Express from an idea in 1990 to a multi-million dollar school bus company and a leader in its sector, Marnie shares how to find opportunities, take advantage of them and turn them into a reality.

Blind Spot

Is your organization responsive to change, market driven, truly adding value to your customer's supply chain or are there blind spots created by perceived realities? Don't risk being blind sided. Learn how entrepreneurs view the world, find opportunities, use innovation and embrace change to create value. Bring the power of entrepreneurship into your organization and get rid of the blind spots.

Speakers Gold

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