

Bret Mitchell, President & CEO

Bret Mitchell is a seasoned retail executive with over 25 years experience, which besides being the President & CEO of the Nova Scotia Liquor Corporation, includes 12 years with Sobeys where he held several senior roles, in marketing, merchandising, purchasing, operations, retail brands and business process improvement. Bret began his responsibilities with the NSLC January 12, 2006. Prior to joining the NSLC Bret was the Chief Merchandising Officer for the Forzani Group. In this role his responsibilities included marketing, advertising, merchandising, and purchasing for Sport Check and Coast Mountain Sports. He also was responsible for the warehousing, logistics and distribution of all Forzani Group banners.



Bret is a Director of the Canadian Association of Liquor Jurisdictions and past President of the same organization. Bret sits on the Board of Directors of the Nova Scotia Symphony. He is a graduate of the University of St. Michael's College at the University of Toronto.

Danny MacMillian – Vice President, Operations

Danny was appointed to Vice President, Operations in November 2009 and has taken the lead on transforming the NSLC's retail operations including the organizations network of retail stores, agency stores and licensees.

Danny has a long history of success with the NSLC where he began his career as a store clerk in 1985. Since that time, he has held a variety of responsible positions including Store Manager, Regional Manager, Manager, Corporate Wholesale Operations and Director, Retail Operations. Danny has extensive knowledge of retail operations, the beverage alcohol industry and has played a significant role in delivering on the organizations customer promise.



He is a graduate of Saint Mary's University with a Bachelor of Science Degree and also received a Business Management Certificate from Dalhousie University. Danny is a dedicated hockey Dad and past board member for Annapolis Valley Minor Hockey and a current member of Nova Scotia Trails Federation.

Maureen Sullivan – Vice President - Finance

Maureen joined the NSLC as Vice President, Finance in March 2009. Maureen is a Chartered Accountant with over 20 years of financial leadership including as a Vice-President, in Canadian Finance for Manulife Financial and, previously, in a senior role with Maritime Life. In addition, Maureen has held senior finance and operational roles in a large wholesale distribution company, where she was responsible for all operations in Atlantic Canada.



Her background also includes senior management roles in accounting and internal auditing in both the public and private sector. Most recently, Maureen operated her own consulting business providing clients with senior level leadership to strategic and management initiatives, including business process re-design, systems conversion and change management. Combined with strong people skills and a talent for team development, Maureen brings diverse business experience to her new role at the NSLC.

In her volunteer capacity, Maureen is a member of the Board for the Atlantic Chapter of Financial Executives International.

Roddy Macdonald – Vice President Human Resources

Roddy has been Vice President of Human Resources since 2002, having joined the NSLC in that role shortly after it became a Crown Corporation.

Roddy's career has included senior HR leadership roles in both the public and private sectors. Before joining the NSLC, Roddy was the Manager of HR Client Services for the Halifax Regional Municipality. His private sector background includes progressively more senior roles in the manufacturing, automobile parts, and transportation sectors.



Roddy is a Certified Human Resources Professional and has served on the executive of the Human Resources Association of Nova Scotia; and is a member of the Conference Board of Canada's Council of HR Executives. Other volunteer roles have included working with the Canadian Cancer Society and other non-profit organizations advising on HR matters; as well as serving on a municipal planning advisory committee. Roddy is also widely involved in youth activities in the community.

Mark Brown – Vice President, Information Technology

Mark joined the NSLC in 2003 to lead in the renewal of all our technology systems. He has designed and is implementing a new three-year strategy for the NSLC's IT needs.

Prior to joining the NSLC, Mark spent two years as the Senior Project Leader on a number of IT initiatives for the Victorian Workcover Authority in Melbourne, Australia. Prior to going to Australia Mark spent 10 years with Nova Scotia's Worker's Compensation Board holding a number of IT related positions including serving as the Director, Corporate Service Development. Mark began his career holding a number of IT positions in Toronto in the financial services sector.



Rick Perkins – Vice President, Communications & Corporate Responsibility

Rick, Vice-President, Communications and Corporate Responsibility manages the organization's communications and is designing and implementing a corporate responsibility strategy for the organization. Rick joined the NSLC in 2003 as Vice President, Marketing & Communications.

Prior to joining the NSLC, Rick co-founded a very successful Toronto-based capital markets counsel firm also served as global Vice-President of Corporate Communications with Newcourt Credit Group Inc., as well Senior Manager of Corporate Communications and Public Affairs with the Canadian Imperial Bank of Commerce. He also worked at the beginning of his career for the Government of Canada in the departments of Finance, Privatization, and Foreign Affairs.

Rick currently serves as Vice Chair of the Board of Directors of the Nova Scotia Hearing and Speech Foundation; is a member of the Board of Directors of the Business Development Bank of Canada; and sits on several Retail Council of Canada committees.



Hoyt Graham – Vice President, Store Development & Facilities

Hoyt joined the NSLC in this capacity in 2002 and is responsible for the planning, design and development of the NSLC's store network as well as the day-to-day management and maintenance of all NSLC property. In addition Hoyt serves as the organization's Leasing & Site Acquisitions Manager.

Prior to joining the NSLC, Hoyt's career included real estate development and engineering roles in Calgary with Husky Oil and IBM Canada, as well as in the Oil & Gas sector.

Hoyt is a Civil Engineer, with a Master degree in Engineering and Project Management from the University of Calgary, and a Master of Business Administration degree from Saint Mary's University. Hoyt sits on the Board of the Atlantic Chapter of the Canadian Green Building Council (CaGBC) and member of the Environmental Committee for The Building Owners & Managers Association (BOMA) of Nova Scotia.



Brad Doell – Vice President, Supply Chain & Procurement

Leading the Supply Chain Business Unit, Brad ensures the highest levels of in-stock positioning for the NSLC assuring that the appropriate products are distributed to all sales channels in an effective and efficient manner.

Brad joined the NSLC in 2004 as Manager, Distribution Operations with specific responsibilities for driving efficiencies and business process improvements in our Distribution Centre.

Prior to joining the NSLC, Brad's career included roles of increasing responsibility and leadership in the area of supply chain management. His career included management roles with Corporate Express, a leading office products company and 12 years with Atlantic Wholesalers in distribution and transportation roles.

Brad has recently joined the Halifax Chamber of Commerce Transportation Committee. Through his involvement, the NSLC will play an active role in developing opportunities that will emerge from the Atlantic Gateway Initiative.



Greg Beaulieu, Corporate Secretary

Greg has served as the organization's Corporate Secretary since 2003. In addition to working with the Board of Directors in that capacity, he also has responsibilities for the NSLC's internal audit department, legislative and policy issues relating to the liquor industry, regulatory requirements such as permitting and registration, local industry development, government relations, and NSLC legal counsel requirements.

Prior to joining the NSLC, Greg was responsible for managing issues related to the NSLC within the provincial government from 1999 to 2003. His government career includes positions with responsibility for information technology in the Nova Scotia Department of Municipal Affairs; project management of the implementation of the Nova Scotia Personal Property Registry, an innovative public-private partnership; and senior policy analysis roles in the Nova Scotia Department of Finance, Department of Tourism, and Priorities and Planning Secretariat.

Greg holds an MBA from Dalhousie University.

