



Bret Mitchell, President & CEO

Bret Mitchell has served as the NSLC's President and CEO since 2006. Bret is a seasoned retail executive with over 25 years experience serving in senior executive roles in retail merchandising, marketing, and operations.

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's retail career includes 12 years with Sobeys where he held several senior roles, in marketing, merchandising, purchasing, operations, retail brands and business process improvement.

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



Greg Beaulieu, Corporate Secretary

Greg Beaulieu has served as the NSLC'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.



Mark Brown, Vice President, Information Technology

Mark Brown joined the NSLC in 2003 to lead in the renewal of all corporate technology systems. He has designed and implemented the NSLC's conversion to an SAP-based organization as well as numerous other IT related business changes.

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. Mark is the volunteer chair of the IT Division for the 2011 Canada Winter Games Committee.

Mark is a graduate from McMaster University.



Brad Doell, Vice President, Supply Chain & Procurement

Brad Doell has been the executive lead for the NSLC's Supply Chain since 2009. Leading the Supply Chain Business Unit, Brad ensures the highest levels of in-stock positioning while maintaining responsible inventory levels 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 the NSLC's 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 was the Canada Games 2011 Planning Volunteer Lead for Materials Management and was part of a large contingent of volunteers that made the Games a huge success for Halifax.

Brad is a member of 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. Brad is also a member of the Canadian Professional Logistics Institute.



Hoyt Graham, Vice President, Store Development & Facilities

Hoyt Graham joined the NSLC in 2002 to lead the transformation of the NSLC's store network. Hoyt 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.

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.



Roddy Macdonald, Vice President Human Resources

Roddy Macdonald has served as the NSLC's Vice President of Human Resources since 2002.

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.



Danny MacMillan, Vice President, Operations

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

Danny's career has been entirely retail focused having served in progressively senior roles 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 organization's customer promise.

Danny 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.



Tim Pellerin, Vice President, Marketing and Merchandising

Tim joined the NSLC Executive Team in June 2010 and is responsible for providing strategic leadership in all marketing and merchandising initiatives to enhance the customer experience.

Tim has more than 13 years of marketing experience with a strong track record of using customer research to develop comprehensive and successful marketing and merchandising plans. Before joining the NSLC team, Tim was Vice President, Marketing for Canada at the Clorox Company, where he led the marketing initiatives for brands such as Clorox, GLAD, Pine-Sol, Brita, Armour-All and Hidden Valley Ranch. Tim's career also includes marketing roles with Kimberly-Clark, Overwaitea Food Group and Coca Cola.

Tim is a graduate of Dalhousie University.



Rick Perkins, Vice President, Business Development and Communications

Rick Perkins has served in his current role since 2008. He is responsible for the NSLC's business planning, customer research, corporate social responsibility strategy and initiatives, as well as the NSLC's communications efforts. Rick joined the NSLC in 2003 as Vice President, Marketing & Communications where he created a new brand for the NSLC and its first marketing campaigns.

Prior to joining the NSLC, Rick co-founded a very successful Toronto-based capital markets counsel firm. He 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 and Privatization.

Rick 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. Rick holds an MBA from Saint Mary's University.



Maureen Sullivan, Vice President, Finance

Maureen Sullivan joined the NSLC in 2009 as Vice President, Finance. Maureen is a Chartered Accountant with over 20 years of financial leadership.

Maureen has a distinguished career in senior management roles in accounting and internal auditing in both the public and private sector. Prior to joining the NSLC, Maureen operated her own consulting business providing clients with senior level leadership advice on strategic and management initiatives, including business

process re-design, systems conversion and change management. Maureen's career includes having served as Vice-President, 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.

Maureen is a graduate of Saint Mary's University. In her volunteer capacity, Maureen is a member of the Board for the Atlantic Chapter of Financial Executives International.