

# Winnie Wong

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## Hons. BA, Economics and Mass Communication

A graduate of York University, Winnie began her retail marketing career in Australia and the UK, facilitating worldwide re-branding for BP Oil. The following 20 years led to progressive roles in retail, governing brands, business objectives and strategic relationships in luxury goods, shopping centre management and retail distribution:

- Holt Renfrew – luxury goods retail
- Cadillac Fairview - commercial real estate, customer experience
- Procter & Gamble, Swiss Army, Eddie Bauer – brand management

Winnie continues to work in enterprise, as Head of Marketing, for International Franchising Inc., an entity of Serruya Private Equity (SPE), one of Canada's most active, global hospitality investment firms.

tags : faculty