

Driven by Ambition: New Seneca campaign drives students to pursue their aspirations

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Seneca has launched the newest phase of its award-winning Challenge Accepted recruitment campaign: Driven by Ambition.

Produced in partnership with Forsman & Bodenfors Canada, the campaign asks prospective students, “What is your ambition saying to you?” It features the stories of accomplished Seneca graduates who have channeled their ambition into successful careers in business, advocacy, sustainable design, health care and community service.

“Ambition drives us forward, powering us to reach higher and do more or do better,” said Renata D’Innocenzo, Seneca’s Vice-President, Strategy and Brand. “We’re here to help people make their aspirations a reality – to harness their ambition and achieve their career goals through our great polytechnic education and strong industry connections.”

Seneca graduates continue to show what is possible when passion and hard work combine with a Seneca education.

Successful #SenecaProud graduates featured in the campaign include:

- [Natalya Amres](#), Sustainable Fashion Designer
- [Julia Clements](#), Business Leader
- [Neil Hetherington](#), CEO, Daily Bread Food Bank
- [Vlad Kozhushko](#), Research Technologist
- [Ervin Sevilla](#), Cardiovascular Surgery, Registered Practical Nurse, Toronto General Hospital
- [Eunice K. Yeboah](#), Policy Consultant, Anti-Racism, Toronto Transit Commission

The campaign highlights powerful ambition statements demonstrating how Seneca graduates, such as Mr. Heatherington, are making a positive impact in the world. “If it wasn’t for Seneca, I wouldn’t have a career,” he said. “It was the Seneca field placement that got me my first job, and from there it propelled me into being able to serve the community.”

“We are thrilled to continue our strong relationship with Seneca and with the vital message at

the heart of the Driven by Ambition campaign,” said Glen D'Souza, Head of Creative at Forsman & Bodenfors Canada. “It speaks to the determined students who are attracted to a Seneca education.”

Seneca offers hundreds of programs, ranging from degrees and graduate certificates to diplomas and microcredentials. Courses are delivered online, in-person and through hybrid and flexible learning approaches helping students balance their work and family obligations.

The **Driven by Ambition** campaign is now in market, appearing online, out of home and in print publications.

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