



JVS Toronto
Board of Directors
2022-2023
August 29, 2022

Franceen Bernstein – 2022

Franceen has 25 years of experience in consulting and financial management. She started her career at Cadillac Fairview in financial and budget management and worked on their transition team to take the company public. This ignited Franceen's passion for transformational change and led her to Deloitte Consulting where she worked on a variety of technology engagements over 7 years. Franceen joined Bank of Montreal in November 2004 where she held roles in Corporate Audit, Wealth Management, HR, and Enterprise Transformation. In March 2018, she was recruited to TD to build a Centre of Excellence for Wealth covering project management, change management, process excellence, premises strategy, client experience and colleague experience. In January 2020, Franceen took on the role of VP, Wealth Operations overseeing all Wealth client servicing activities including New Accounts, Transfers, Cash management, Entitlements, Trading and Settlements, and Client Reporting. Franceen leads the Women Diversity pillar for TD Wealth, is the TD sponsor for the Rotman Back to Work and Women in Capital Markets Return to Bay Street programs, and is a United Way annual campaign chair. She is passionate about career development and talent management and prioritizes mentorship and sponsorship. Franceen is excited to be joining the JVS Toronto Board.

Nicole Diamond – 2015 to Present

Nicole Diamond is the Global Senior Director, Innovation and Agile at Four Seasons. From Fortune 500s to non-profits, she has advised leadership teams across sectors as they transform for future business growth. As a management consultant with Accenture, a freelance consultant, entrepreneur, and senior account executive Nicole has overseen strategic growth, marketing, customer experience, e-commerce, CRM, and innovation initiatives globally. She holds an MBA from Sauder School of Business at University of British Columbia and ESADE, and a Bachelor of Business Administration from the University of Guelph-Humber. Nicole has previously served on Accenture's Global Advisory Board. She is a member of JVS Toronto's Strategic Planning, Nominating, and Fundraising Committees.

Ariella Fuhrmann – 2020 to Present

Ariella Fuhrmann is a lawyer with over 20 years of experience in the pension and benefits industry with a particular expertise in governance matters. She has been involved with JVS Toronto since 2015. Incoming Vice-Chair of the Board, and Member of the Executive Committee. Ariella is also a member of the Pension, Governance and Nominating Committees. Ariella previously served as JVS Toronto's Chair of the Pension Committee.

Aaron Goldstein – 2021 to Present

Aaron is a Partner in Crowe Soberman LLP's Audit and Advisory practice. From his time in public practice, he is well-acquainted with the following components of business: administration, management, financing and revenue. Aaron is familiar with the challenges that entrepreneurs face and, in working with them, is able to see clients overcome setbacks and reach their goals. Using his diverse skill set, Aaron has helped many business owners and professionals improve their financial situations. He has acted as a Finance Committee member at Skylark Children, Youth & Families. Aaron is JVS Toronto's Treasurer and Chair of the Finance Committee.

Saul Goodman – 2015 to Present

Saul Goodman is a Social Worker having worked in the field of Mental Health all of his career. He was a long time employee of North York General Hospital where he held many positions including Director of Social Work and Director of Mental Health. Saul has a close bond with JVS where he interned as a MSW student under the supervision of former Executive Director Bernie Berger. Following his graduation Saul worked as a Social Worker in the JVS rehabilitation workshop prior to joining The Hospital. Since his retirement, he is available as a consultant to mental health services within the community. Saul is the Vice Chair of the Board and Member of the Executive Committee. He is also Chair of Psychology & Career Services Committee; and is a member of Advocacy and Finance Committees.

Elana Hagi – 2021 to Present

Elana is a pension actuary with over 25 years of experience in the pension and benefits industry. She is responsible for building and maintaining effective working partnerships with diverse clients - sponsors of a variety of funded and unfunded pension arrangements in various jurisdictions (defined benefit and defined contribution). Elana provides strategic advice tailored to a variety of businesses, corporate philosophies and evolving pension environments; and assists clients in understanding and solving various challenges that apply to their employee benefit programs, including design, funding, governance and risk management of their pension plans. She is a Fellow of the Canadian Institute of Actuaries and a Fellow of the Society of Actuaries. She has been involved with JVS Toronto since 2015. Elana is the Chair of the Pension Committee.

Pearlene Halfin – 2018 to Present

Chartered Professional Accountant—retired partner at PricewaterhouseCoopers LLP. During Pearlene's professional career, her portfolio consisted of both for profit entities and not-for-profit organizations. In past years, she has been a member of the budget and finance committee of a couple of schools and was the treasurer of a not-for-profit organization. Pearlene has also assisted various committees at UJA including fundraising and assisting new immigrants with employment suggestions. She is currently a member of the budget and finance committee at her synagogue. Pearlene is a member of JVS Toronto's Finance Committee.

Prabhas Jha – 2017 to Present

Prabhas Jha, Digital technology evangelist, is leading the professional services practice for an innovative global data management and data science organization in Canada and the US. He is responsible for digital transformation initiatives to accelerate growth and enhance customer experience by unlocking the potential of right data products and solutions. With more than 24 years' experience, Prabhas has been delivering digital solutions for public, private and government sector companies in Canada, the United States and India. Prabhas is actively engaged in mentorship activities through Canada InfoNet program. Prabhas is a member of JVS Toronto's Governance Committee.

Desmond Levin – 2016 to Present

Chartered Professional Accountant. Retired partner at Crowe Soberman LLP in their Audit & Advisory Group. In his practice Des enjoyed advising his clients and playing an integral part in their business decisions. He consulted to owner-managed businesses, and his client portfolio consisted of investment companies, distributors, trustees (estates and trusts), manufacturers, professionals, and not-for-profit organizations. Des is a member of JVS Toronto's Finance Committee.

Mana Nikaeen – 2020 to Present

Mana has been with RBC since 2003 and has worked across a variety of mandates spanning relationship management, finance (reporting & advisory) and credit risk management. She is a Chartered Financial Analyst and obtained a Master of Finance (MFin) from Rotman School of Management. Mana is passionate about career mentorship and works with a number of agencies including United Way, TRIEC, CFA society, JVS Toronto and its Canada InfoNet program. She is a member of JVS Toronto's Finance, and PCS Committees.

Fiona Orr – 2017 to Present

Fiona is a business and legal affairs lawyer. Previously with MYM Nutraceuticals Inc, Biome Grow Inc., and as Senior Compliance Counsel, Ethics and Compliance Office reporting to the Chief Ethics and Compliance Officer of The Coca-Cola Company in Atlanta, Georgia Fiona was responsible for company ethics and Code of Business Conduct matters for compliance, administration and investigations, as well as compliance policy initiatives and programs across several international company business units. Prior roles included Vice-President, Secretary and Senior Managing Counsel with Coca-Cola Ltd. and The Minute Maid Company Canada Inc. Fiona has been an executive volunteer with many United Way initiatives and organizations. She was executive co-chair of two Coca-Cola United Way Campaigns, recognized by the United Way for achievements in fundraising, increase in associate participation and donation rates. Fiona is member of the Board of Directors of Craighleith Ski Club, Member of Connected North advisory committee, as well as a prior volunteer with the United Way Toronto Law Cabinet, the United Way Community Services Sector Program Funding Stream Review Committee, as well as a corporate law volunteer with Pro Bono Ontario. Fiona is JVS Toronto's Secretary of the Board; Chair of the Governance Committee and a member of the Executive Committee.

Viren Patel – 2022

Viren Patel is a Chartered Professional Accountant, Chartered Accountant (CPA, CA) and currently a Corporate Development (M&A) professional at Scotiabank. He began his career at EY where he gained experience in public accounting by auditing financials services clients at EY. Viren also has experience in the fields of equity research covering diversified financials and Investor Relations. Viren is also a volunteer with many United Way initiatives and an active member of the Movember Foundation, an organization devoted to raise awareness for men's health issues, such as prostate cancer, testicular cancer and mental health. He is also a member of JVS Toronto's Finance Committee since 2020. Viren is excited to be joining the Board of JVS Toronto and contributing to the fantastic work that JVS is involved in.

Avi Pollock – 2015 to Present

Avi Pollock is a seasoned leader and entrepreneur who is passionate about helping technology driven companies big and small innovate, grow and transform their businesses. His 25+ year career has been split evenly between leading, scaling and advising entrepreneurial growth oriented companies and in executive innovation, strategy and P&L roles at large companies like RBC and Davis & Henderson (D&H). In 2018, Avi launched his own consulting firm to help start-up and scale-up companies through the key phases of their life cycles with an eye toward building successful, sustainable businesses. He joined Grapevine6, one of his clients, in 2019 as President to help grow and scale the company. After experiencing 10x growth in 2020, Grapevine6 exited to Seismic, the leader in Sales Enablement, where Avi is now the VP, Customer Success. Avi is a graduate of the LLB/ MBA program at York University. He is a frequent speaker on innovation and has been active in charitable and community causes, including: Public Service Advisory Board for Canada's Networks of Centres of Excellence, Camp Ramah in Canada. Avi is the current Chair of the Board at JVS Toronto, Member of the Executive, Finance, Fundraising, and Governance Committees.

Janet Schoel – 2020 to Present

Janet Schoel is a strategic marketing and business professional with over 20 years of experience in the corporate and not for profit sectors. She holds a Bachelor of Arts from Concordia University and an MBA from The Ivey School of Business. Janet's career has had a strong focus on direct and digital marketing applying those skills to fundraising in her roles at SickKids Foundation and currently as Director of Monthly Giving for UNICEF Canada. She also brings a passion for data to everything she does. Using data informed strategies to optimize revenue and customer/donor retention for the brands and organizations Janet has had the pleasure of working for, including American Express in Canada and Europe, SickKids Foundation and UNICEF. Janet believes in giving back to the community and has held volunteer roles with the Canadian Marketing Association, YMCA of Greater Toronto, Asthma Canada. Janet is JVS Toronto's Chair of the Fundraising Committee.

Noah Shack – 2018 to Present

Noah is Vice President for the GTA at the Centre for Israel and Jewish Affairs (CIJA), the advocacy agent of the Jewish Federations of Canada. He is a graduate of the University of King's College and the London School of Economics and Political Science, with more than a decade of experience working in government relations, political research and communications. Noah has testified as an expert witness before several parliamentary committees and has been a spokesperson for CIJA on local and national media. Noah is the JVS Toronto's Chair of the Advocacy Committee.

Lianne Vineberg – 2021 to Present

Lianne is the founder of Talent in the 6ix a leading Canadian Recruitment & HR Strategy Consulting Firm supporting scaling companies across the country. Her focus is on strategic HR practices, recruitment, training and development, people engagement, organizational effectiveness and leadership development. Lianne works closely with leadership teams to identify and implement innovative solutions to support the strategic and operational direction of the business, and the management and development of people resources across your organization. She focuses on building a culture and environment for all teams that is safe, caring, equitable, compassionate and accountable. A native Montrealer, Lianne spent many of her early adult years chairing multiple charitable initiatives for CJA. Lianne is a Member of JVS Toronto's HR Committee.

Eric Wilson – 2022

Eric is the founder of MerCapital LP, a quantitative commodities hedge fund. He is a PhD Candidate in Finance at McMaster University's DeGroote School of Business. Prior to pursuing his doctorate, Eric worked at National Bank Financial in Mergers and Acquisitions. He holds advanced degrees from the University of Michigan and the University of Toronto, and is currently a CFA Level III Candidate. Eric is a member of the JVS Toronto's Pension Committee and incoming Board member.