

Eva Salem
Senior Vice-President, Marketing and Brand of Canadian Tire Corporation

Biography

Eva is the senior vice-president of marketing and brand at Canadian Tire Corporation (CTC). *As the senior-most brand marketer in the organization*, Eva oversees all marketing and brand activities for Canadian Tire Retail, SportChek, Mark's, Triangle Rewards, and CTC's Owned Brands portfolio. Eva also leads CTC's Environmental, Social and Corporate Governance (ESG) strategy, sustainability initiatives, community involvement, content creation and sponsorship.

Eva holds an honours degree from Ivey Business School, and completed executive programs at Oxford, Harvard and Insead. She sits on the boards of Ad Standards of Canada, Canadian Tire Jumpstart Charities and Rethink Breast Cancer, and is an active member of the Sinai Health and Princess Margaret Hospital marketing committees.

Professional Accomplishments

Eva Salem forwards Canadian marketing by demonstrating the significant business impact that marketing delivers and advocating for marketers to use their influence for the betterment of society. A few of her accomplishments include:

- When CTC marked the hundredth birthday of CTC in 2022, Eva recognized the centennial as an inflection point: an opportunity to celebrate the company's history while demonstrating its conviction to be Canada's store for the next 100 years.
 - Eva played a critical role in the strategy and activation of Canadian Tire's year-long centennial birthday celebrations, which included innovative and engaging experiences, meaningful community initiatives and focus on value, such as:
 - Partnering with The Tragically Hip to re-record their infamous track "Ahead by a Century (with Young Voices Toronto Children's Choir) and raising \$220,000 to empower girls across the country to be leaders in sport.
- Rebranding and launching Triangle Rewards, Canada's largest loyalty program and delivering record-high credit acquisitions.
- Playing a critical role in the evolution of CTC's Brand Purpose – We Are Here to Make Life in Canada Better – a seismic shift that united the company and its employees. Overall, Eva's leadership contributed to CTC's strong 2022 financial results, including a 2.7% increase in consolidated comparable sales for the retail segment and a 4.9% increase in retail revenue at CTC.

Under Eva's leadership, CTC was the first corporate sponsor to end its relationship with Hockey Canada and redirected funds to other hockey organizations, including: The Black Girl Hockey Club and the national women's para ice hockey team, and reaffirmed its commitment to gender equity through its Women's Sport Initiative, a multi-million-dollar investment through which CTC will commit 50% of its sponsorship dollars to women's professional sports.

Additional Details

Eva mentors future talent, including as a staunch supporter of CTC's Emerging Marketers program, which proactively recruits and fast-tracks marketing talent to create bench strength and a viable path to the C-suite for marketers. Eva regularly judges panels and shares her insights as a speaker, including at the Marketing Evolution Summit and Retail Council of Canada's Retail Marketing Conference in 2022. Eva also sits on the Ad Standards Board of Canada, a non-profit, self-regulating body that works to ensure the integrity and viability of advertising in Canada.