



PRESS RELEASE

Accomplished Marketing Executive, Mary Pompili, Joins Villa Charities

Toronto (Sept. 7, 2016) – Mary Pompili, an accomplished marketing and communications executive who has served in leadership roles at Canada’s Walk of Fame, Luminato Festival and Holt Renfrew, has been appointed Vice President, Marketing at Villa Charities Inc.

Villa Charities is a registered charity that provides Italian Canadian culturally sensitive care and independent living apartments for seniors as well as educational, cultural and athletic programs.

Pompili brings proven leadership experience in building successful brands and developing highly effective marketing, communication and fundraising strategies at both corporate and not-for-profit organizations. She is recognized as an innovative, collaborative leader who builds strong relationships, and for her in-depth understanding of traditional, digital and social media.

“I am delighted to welcome Mary to Villa Charities and our community,” says Eligio Gaudio, President and CEO, Villa Charities Inc. “With her wealth of leadership experience and marketing expertise, Mary will play a pivotal role in reinvigorating our organization and in reaffirming our unique place in the GTA’s Italian community.”

Pompili has developed, launched and built several well-known brands. Most recently, as Interim CEO and Chief Operating Officer at Canada’s Walk of Fame, Pompili oversaw all operations including Marketing, Finance, Fundraising, Sponsorship, Government Relations, Public Relations and Events. This included leading the development, implementation and management of the Walk of Fame’s Strategy and Legacy Plan.

As Vice President, Chief Marketing Officer at Luminato Festival, she successfully developed and implemented the Marketing and Communication Strategic Plan that supported corporate objectives, leveraged traditional, digital and social media, and built Luminato’s awareness locally, nationally and internationally as a premier arts and creativity festival.

As Vice President, Marketing at Holt Renfrew, Pompili was responsible for enhancing the retailer’s leadership role in Canada and positioning it as a fashion and lifestyle destination for both domestic and global consumers. She developed Holt Renfrew’s vision statement and brand promise, and led the successful rebranding of Holt Renfrew,





published the award-winning Holts magazine, and developed an enterprise-wide customer relationship management (CRM) strategy.

At Harry Rosen, Pompili established the retailer as the premier destination for menswear in Canada through innovative and integrated marketing and communications. She spearheaded the repositioning of the brand through a ground-breaking advertising campaign featuring noted business luminaries and national celebrities, launched the company's corporate responsibility strategy, and published and launched its magazine, "harry".

"I am excited to join Villa Charities and embrace the opportunity to build on our organization's rich legacy of cultural programming, seniors' housing and long-term care," Pompili says. "I look forward to reinforcing our position as the cornerstone of the GTA's Italian Canadian community and extending our reach to new audiences."

Mary lives in Toronto with her husband and three sons.

About Villa Charities

Villa Charities Inc. is a registered charity that cultivates, promotes and celebrates our culture as Italian-Canadians. For more than 40 years across the GTA, Villa Charities has provided care for seniors and offered educational and cultural programs in music, dance, visual arts, culinary arts, athletics and more. The Villa Charities family includes Villa Colombo Services for Seniors in Toronto; Villa Colombo Vaughan/Di Poce Centre; Caboto Terrace, Casa Del Zotto and Casa Abruzzo apartments for independent seniors; the Columbus Centre; and J.D. Carrier Art Gallery. For more information, visit www.villacharities.com.

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