



Contributors



Join us on

Contributors

About the show

Contributors, an award-winning podcast, features leaders across the country who are making Canada better. The episodes explore how organizations are making strategic decisions to secure a better and brighter future for Canada by leading fundamental change, disrupting an industry, and investing in Canadian's wellbeing.

Highlights:

- 75,000+ downloads to date
- Top 20 Charts (Apple Podcasts)
- Top Innovative Branded Podcast (Bay Street Bull)
- Reached top 1% of streamed episodes (BuzzSprout)

We invite guests on the show to:

- Demonstrate how their organization is contributing to making meaningful change in Canada
- Showcase how strategic actions taken today are creating a better tomorrow
- Spotlight areas in which their organization are leading meaningful change and inspiring others in Canada and beyond
- Inspire others by demonstrating that we can prosper by prioritizing more than just the bottom line

2022 MarCom Award Gold Winners:

1. Top podcast series:
Contributors
2. Top podcast episode:
Victor Dodig, CEO, CIBC
3. Top podcast website (web element):
Contributorspodcast.ca

Answers we'll uncover about your organization include:

- What potential do you (or your organization) see for Canada?
- What are you doing today that will benefit Canada over the longer term?
- What do you believe are the possibilities for Canada? What does a more successful Canada look like in the future?



Our audience (listeners and guests)

- Canadian C-Suite Executives
- Changemakers / Innovators / Subject matter experts
- Canadians who are passionate about seeing (and making) meaningful change in Canada



Our 'WHY'

Contributors is an award-winning podcast produced by the CAAT Pension Plan, one of Canada's most sustainable and highest-performing pension plans. CAAT is leading fundamental change and disrupting the retirement savings industry by delivering what employees and employers want and need – valuable lifetime pensions at fixed contribution rates. Increased retirement security is improving the lives of Canadians, Canada, and employers who operate here. Now, we're searching for other like-minded leaders who are also prioritizing significant change for our future.



What's in it for you?

Contributors is a space for Canadian business leaders to showcase how their organizations are creating a better Canada. The podcast is a platform for you to proudly share how your team is innovating to meet the needs of key stakeholders today and how those strategic decisions will reap further benefits tomorrow.

Our host



Russell Evans, MBA, SCMP,
Vice President of Communications,
CAAT Pension Plan

Past guests include:

Victor Dodig, CEO of CIBC

Stephen Poloz, former Governor of
the Bank of Canada

Paula Allen, Global Leader and SVP
of Research and Total Wellbeing at
LifeWorks

Dr. Susan Black, CEO of The
Conference Board of Canada

Yung Wu, CEO of MaRS Discovery
District

Dawn Marchand, President and CEO
of Canadian Bar Insurance Association

Zahid Salman, CEO and Board
Director of Green Shield Canada

Derek Dobson, CEO and Plan
Manager of CAAT Pension Plan