

## **Stefanie MacDonald**

*Group Publisher, Investment and Advisor Groups*



TC Media is pleased to announce the appointment of Stefanie MacDonald to the position of Group Publisher, Investment and Advisor Groups. In this capacity, she will drive the strategy and oversee the sales and editorial teams for the flagship multiplatform brands *Investment Executive*, *Finance et Investissement*, *Advisor's Edge* and *Conseiller*.

Stefanie has been with TC Media for two years as Associate Group Publisher for the Advisor and Canadian Insurance Top Broker Groups. Previously, she was Publisher of Corporate Risk Canada, National and CCCA at Rogers Media. Throughout her career spanning over 15 years in business development, marketing and sales across multi-media platforms, Stefanie made her mark by delivering an outstanding customer experience through innovative integrated solutions for B2B publishing.

Stefanie completed a Bachelor of Arts, in English, from Dalhousie University, as well as continuing education programs in marketing, media sales and magazine publishing, from the University of Toronto, Ryerson University, and York University's Schulich School of Business.

Stefanie's collaborative approach and her talent in developing long-term relationships with clients make her a passionate leader always at the ready to engage and inspire colleagues and collaborators alike.

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