



Canadian Men's Health Foundation Appoints Jeff Nesbitt as Vice President

Toronto, Ontario (September 7, 2016) The Canadian Men's Health Foundation (CMHF) is pleased to announce the appointment of Jeff Nesbitt as Vice President. In his role, he will help broaden the reach of CMHF to promote lifestyle and behaviour change for healthy living with Canadian men through strategy, engagement and partnerships.

"Jeff's experience in accelerating organizational growth and his strong background in technology, health care and corporate and government relations is a huge asset to CMHF and our Don't Change Much health initiative," said Wayne Hartrick, President of CMHF. "Jeff's key role will be executing our growth strategy, stakeholder engagement and growing our private-public partnerships."

Jeff Nesbitt has spent 20 years helping organizations with strategy, technology and innovation to enable growth in a wide variety of organizations spanning many sectors from not-for-profit entities to Fortune 500 companies. He will drive the CMHF growth from his office in the Greater Toronto Area to deepen national engagement with stakeholders, government, corporations, health care associations and non-profit organizations.

Nesbitt held a leadership role as Vice President of Enterprise of Innovation at Communitech. Communitech is a private-public innovation centre that supports a community ecosystem of more than 1,000 tech companies—from startups to rapidly growing mid-size companies and large global players. Nesbitt designed the corporate innovation and private sector funding models and secured commitments from corporations such as Google, Canadian Tire, TD Bank, Manulife, Blackberry, Canon and Microsoft.

Nesbitt has also held several senior executive positions during his tenure at Agfa HealthCare, a health IT and digital imaging company. He raised \$30-million from the Ontario government and received a commitment of \$350-million from Agfa HealthCare headquarters to build a new research and development site in Waterloo, Canada. He was also instrumental in creating the Agfa HealthCare Institute, focused on partnerships with research universities and the National Research Council to advance health innovation.

Nesbitt is Vice-Chair of one of the largest health care systems in Ontario. It is responsible for designing, funding and overseeing the performance of the health system for 800,000 people who live in the Waterloo-Wellington region.

“I am inspired by the mission, team and champions that are helping shape a national movement in an effort to inspire men and their families to live healthier lives,” said Jeff Nesbitt. “I look forward to drawing from my strong background in public-private partnerships and multi-sector stakeholder engagement to help CMHF scale the next phase of growth in every region across Canada.”

Jeff has a management certificate from Conestoga College, an H.BA from the University of Waterloo in Economics and Computer Science, an MBA from Wilfrid Laurier University and a Professional Certificate in Innovation & Entrepreneurship from Stanford University.

“I am thrilled to be part of the CMHF mission. I am joining Prime Minister Justin Trudeau, Brendan Shanahan the President of the Maple Leafs and men across Canada in the DontChangeMuch.ca campaign. I also encourage men to use YouCheck.ca, a health awareness tool developed specifically for men to reduce and prevent health problems,” said Jeff Nesbitt, Vice President of CMHF.

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ABOUT CANADIAN MEN’S HEALTH FOUNDATION

Canadian Men’s Health Foundation (CMHF) is a national, not for profit organization with a mission to inspire Canadian men and their families to live healthier lives. The statistics around men’s health in Canada are alarming; 70% of men’s health problems can be prevented by adopting healthy lifestyles. The CMHF was established in 2014 by its visionary Dr. Larry Goldenberg and founding President Wayne Hartrick. Learn more at MensHealthFoundation.ca, YouCheck.ca and DontChangeMuch.ca.

MEDIA REQUESTS

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