

## **BARRY CRACOWER**

Barry Cracower is the former CEO of Baycrest Global Solutions and a senior executive with solid marketing and management credentials. As founder and president of Rexall Pharmacy and Vice President of the Katz Group, he was instrumental in developing the organization into Canada's second largest drug store chain.

Mr. Cracower has extensive experience in the retail sector where he was founder of the Steals People, Canada's first retail computer store. In addition Mr. Cracower was senior Merchandise Manager of the T. Eaton Co. and vice president of the General Electric Brand at CAMCO. Currently, as the President of Marketing Alternatives he does consulting to consumer product and service companies.

He is a seasoned board executive currently serving on the boards of Dominion Citrus Limited, The Heart and Stroke Foundation and The Partnership for Stroke Recovery Research, where he is Chair. In addition to Baycrest, the Partnership includes other hospital research centres from across the country. He also serves on two private company boards.

Mr. Cracower has a BCom from Sir George Williams University (Concordia) in Montreal and an M.B.A. from Columbia University in N.Y.C and has received his ICD.D designation from the Institute of Corporate Directors.