



Rudy Massimo, BA, MA

Until recently Rudy Massimo was the Director of Advancement at Lakefield College School, a co-educational boarding school in Lakefield, Ontario, responsible for advancing the school through communication, public relations and fund raising. He was also the Chief Operating Officer of the Lakefield College School Foundation. Since 2003, his team raised over \$30 million for bursaries and capital projects. In June 2008 he left Lakefield College School to start Rudy Massimo & Associates, a firm specializing in leadership development, major gifts fund raising and executive coaching.

Prior to joining Lakefield College School he was the CEO and Executive Director, as well as the Head of School at Outward Bound Canada from 1997 to 2003. Rudy Massimo led Outward Bound Canada through significant restructuring and re-positioning, resulting in achieving its highest student enrollment ever, and becoming one of the most successful and innovative outdoor experiential schools in Canada.

Rudy has also provided leadership development training as a consultant to a number of independent schools across Canada, as well as organizations such as Bayer, Ford, Nike, YPO, the Peterborough Petes Hockey Club, Amherst College, Trent University, Toronto Police Service, Peterborough-Lakefield Community Police Service, and the Ontario Ministry of Agriculture. As a recognized expedition leader, Rudy has led expeditions all over the world. Most recently, he has led expeditions to Mount Kilimanjaro, Mount Logan, Mount Denali, and Mount Aconcagua.

In addition, Rudy has been a lecturer and instructor at Sir Sandford Fleming College in Peterborough. He was Executive Director of Camp Kawartha and the Kawartha Outdoor Education Centre for 10 years. He remains a member of Camp Kawartha's Board of Directors, and is a member of Outward Bound International's Global Advisory Council, as well as being an advisor to Outward Bound Center for Peacebuilding. He is a Past-President of the Kawartha-Peterborough Rotary Club, and was recognized with a Paul Harris Fellow Award for his work with youth, both locally and internationally.

He is an energized and innovative leader, excelling in fast-paced working environments. Rudy is also an accomplished educator, public speaker, consultant and community leader, described by colleagues as "committed, caring, skilled, enthusiastic and inspirational", noting that his energy and enthusiasm are contagious.

Born and raised in New York City, Rudy later moved to the Province of Quebec with his family, where he attended high school. Rudy received his B.A. from Concordia University, majoring in Recreation and Leisure Studies, and he is fluent in both English and French. In June 2008, Rudy received his MA in Leadership through the College of Management and Economics at the University of Guelph.

Rudy is married to Patty Forward, an educator and therapist. Together, they have three active teenagers.