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2015 PEAK Award Honouree
Joanne Gassman - Lifetime Achievement

Presented by





The Association of Women in Finance is proud to honour Joanne Gassman with its 2015 PEAK Award for Lifetime Achievement.

Joanne's exemplary career with BMO Bank of Montreal has spanned more than 39 years. She earned her first executive appointment with the bank in 2005, as Vice President, Vancouver Island District. She also served as Senior Vice President, BC and Yukon Division, Personal and Commercial Banking.

Joanne's stellar performance at BMO resulted in new revenue growth, enhanced bottom line results and significant increases in customer loyalty, and she was recognized repeatedly throughout BMO and the broader business community for these accomplishments. Under her leadership, the Division was singled out to implement new programs and conduct pilot projects for offerings and services – a clear demonstration of the respect and trust BMO held for her people skills and professional abilities.

Currently, Joanne consults nationally with BMO Financial Group as Senior Vice President, Women's Market. Joanne's passionate advocacy on behalf of women in business is clearly evident in BMO's recent announcement of an additional \$2 billion in credit for women-owned businesses across Canada. Several years ago, through Joanne's initiative, the bank decided to become a Founding and Developing Partner of GroYourBiz, an initiative developed for women entrepreneurs who want to take their businesses to the next level.

Joanne's community involvement includes roles as Chair of the Bill Reid Gallery of Northwest Coast Art, Co-Chair of CARE Canada's I Am Powerful Council (Vancouver), and Director with the Streethome Foundation. She is also a past Governor of the B.C. Children's Hospital Foundation. Joanne holds an MBA from Dalhousie University and is a member of the International Women's Forum.

Please join us to celebrate Joanne's achievements at the PEAK Awards Gala on May 13, 2015. Congratulations, Joanne!