



EXECUTIVE BIOGRAPHIES

JIM NICHOLSON **President and CEO**

Jim Nicholson began a successful career in finance assisting in some of the largest mergers and acquisitions for a prominent Canadian chartered bank, where he served as senior officer for central and western Ontario. After 17 years in corporate credit and financing, Jim took his business and organizational skills from the banking world to the printing industry in 1988, buying a small digital printing company in partnership with one of Mariposa's shareholders – Paragon DPI – that he still owns and operates today.

At Paragon DPI, Jim's savvy financing skills helped expand the company from a small printing house to a thriving business, acquiring a number of smaller companies to add to the Paragon portfolio. After proving his business acumen through his partnership in Paragon and other entities, Jim was wholeheartedly embraced by Mariposa Cruises' Board of Directors as the perfect candidate for the cruise line's President and CEO.

Since his appointment in 2003, Jim has taken his track record of growth, success and performance and applied it effectively to the hospitality industry, using his unique vision and management skills to pull together a talented team. He has been instrumental in the steady growth of Mariposa and its reputation as a premiere Canadian charter company.

A graduate of Business Administration, Jim sits on the Board of several privately held companies, and is part owner of a metal fabricating company that produces transit shelters and park benches for major cities throughout North America. He has also been actively involved with the Rouge Valley Health Centre for more than 15 years, and currently sits on the Finance Committee of the Health Centre's Foundation.

CINDI VANDEN HEUVEL **Vice President**

Beginning with a passion for writing and traveling, and armed with an English degree from the University of Guelph, Cindi Vanden Heuvel began her career in the hospitality industry cruising internationally on private yachts. Her intention was to write a great travel piece, but the lure of the good life on the open sea led her to spend the next several years sailing as a cook and stewardess, gaining first-hand experience in every facet of the hospitality and cruising industry.

In 1990, Cindi returned to Toronto from her travels and joined Mariposa Cruises as Hospitality Manager. During her time at the cruise line, Cindi has worn many hats, progressing steadily from Hospitality Manager where she was responsible for training hospitality staff and managing many different types of functions, to Event Coordinator, to Sales Director, to her current position as Vice President and is proud to have worked with some of Mariposa's core clients since her earliest days at the company. Her impressive history with Mariposa is coupled with a genuine love of learning which has been instrumental to the continued growth of Mariposa Cruises in a highly competitive market.

Cindi is a member of Toronto Board of Trade, Tourism Toronto and Woman's Professional Network.