



DON FENN

President and CEO

Don Fenn has spent a lifetime as business owner, social entrepreneur, innovator, and leader in sales and marketing. He is the President/CEO of Caregiver Omnimedia, Founder of *Home Modification Canada* which in 2017 becomes a National Council under the Canadian Home Builders Association, and is a leading authority on the burgeoning Aging in Place phenomena that is transforming the way we live and house our citizens in the future.

He formed Caregiver Omnimedia in 2003 as a result of caring for his parents while also serving as power-of-attorney for his cousin in supportive living. The information gaps between the healthcare system and the consumer led to several national and regional initiatives including the launching of media products: *The Family Caregiver Newsmagazine*, *thefamilycaregiver.com*; *Home Modification Guide for Family Caregivers*; *Going Home, a hospital-based informative guide for consumers transitioning from hospital to home*; and has run seminars, national research projects, conferences, content marketing programmes, and participated in countless expert panels, trade shows, all in the home care, family caregiving and aging sectors.

Don has the unique ability to envision the future state of aging - he sees solutions before others see problems - he formulates answers before people understand the question. He has been called innovative, original, passionate, and visionary. Companies retain him for his ability to turn ideas into revenue. He provides practical support to futuristic thinking and creates real informative solutions to delivering information in a digital society.

He has served on multiple boards, advisory committees, his honours are many but the one of which he is most proud is the 2012 Queens Diamond Jubilee Medal for his contribution in Canada to Family Caregiving .

Don believes that the most effective way to cope with change is to help create it.