



**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, 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.

Formed in 2003, Caregiver Omnimedia is a marketing and media company founded to connect, engage, and inform family caregivers, with a focus on caregiving for aging parents. Having a mother with Alzheimer's and a father with cancer, Don was living the total caregiver experience. With over 150 years of collective marketing and management experience, his Caregiver team observed, wrote and created programs to fill the gaps on how the market perceives, portrays and engages older adults as valued consumers...with a special focus on their health and housing lifestyles.

In 2012, the company anchored national research through AngusReid Vision Critical. The results changed the company direction to focus more on the home, as over 50% of Canadian family caregivers were modifying their homes for care delivery.

In 2016, after several Home Modification Conferences, Summits and many focus groups, he founded Home Modification Canada with 40 industry partners. With National coverage and strong renovator/contractor and industry representation, we are moving forward on two major initiatives: An Accessible Contractor Renovator Training course; and a National Portal for Aging in Place/Home Modification to escalate the information needs of our growing older adults and those Canadians living with a disability.

Don and his team of experts have the unique ability to envision the future state of aging in Canada—they see solutions before others see problems. Caregiver Omnimedia provides practical support to futuristic thinking and creates real solutions to delivering information in a digital society.

On a personal note, Don has served on multiple boards, advisory committees, speaks internationally, and 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. In 2022, the Canadian Association of Occupational Therapists awarded Don the prestigious Award of Merit for his continuing support of promoting Occupational Therapists as key to the Home Modification/ Aging in Place team.