

# City of London - Application for Appointment to a City of London Board or Commission

## Application

Please choose the Board or Commission you are interested in serving on: **London Hydro**

## Contact Information

Name: **Cedric Gomes**

City: **London**

Province: **ON**

Postal Code: **N6K 4H4**

If you have experience on a London Board or Commission, please provide dates and details. (max. 3000 characters):

**Please see my attached resume for details of my work experience and community involvement.**

What do you hope to contribute or learn as part of a Board or Commission? (max. 3000 characters):

**In addition to my work as a global business executive, I have been an active member of my community for over 25 years. This is an opportunity that intersects very well with my expertise in finance, operations, strategy and government relations, and allows me to give back to my London community.**

**London Hydro has evolved from a pure-play utility to a North America-wide leader in Green Button technology. I believe local distribution companies (LDCs) will continue to grow further into technology and policy making in the decade ahead, and I want to use my background to help London Hydro continue its leadership position.**

How will you support the work of a Board or Commission? (max. 3000 characters):

**The London Hydro board has stated that they are looking for individuals with the following qualifications: 1) executive business management, 2) strategy and governance, 3) audit and finance, and 4) energy industry experience. I have deep and broad experience in each of these areas and would be able to immediately support the work of the board and its committees.**

**Having been a global executive at Wayfair, a Fortune 200 company with \$15B in revenue, and having worked with some of Canada's most prominent boards of directors as Chief of Staff at Deloitte, I bring extensive experience in management, strategy, and governance. I am a Chartered Accountant with a Master's in accounting, I specialized in complex accounting transactions at Canada's largest accounting practice, and I have taught finance at an Ivy League school. Finally, I have a decade of experience auditing and advising small and large firms in the energy industry, including power generators and transmission & distribution utilities.**

Please describe additional experience, training, or community involvement that will help you in your role as a Board or Commission Member. (max. 3000 characters):

**Please see my attached resume for details of my work experience and community involvement.**

We value the contributions of Londoners with diverse experiences and welcome applications from individuals who share our commitment to reconciliation, equity and inclusion. Please describe how your work, community or lived experience will enhance these efforts through Board and Committee work. (max. 3000 characters):

**As a visible minority and someone who has experienced the full spectrum of socioeconomic backgrounds, it is important to me to promote the principles of diversity,**

**equity and inclusion. Through both my career and volunteer roles, I have acted as a mentor and sponsor of individuals from underrepresented groups, led long-term diversity strategies, and volunteered in career coaching and advocacy work. I look forward to integrating my own experiences and listening to and advocating for others as part of the board's work.**

Attach resume or other document here, if needed: **Gomes, Cedric - Cover letter and resume.pdf**

Attach more files here, if needed:

## **Confirmations**

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity:  
(optional): **City Website**

If you selected 'Other', please specify:

Submitted on: **5/10/2023 7:07:21 PM**

# Cedric Gomes, CPA, CA, MBA

London ON, N6K 4H4, Canada

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May 10, 2023

Ms. Connie Graham  
Chair, Board of Directors  
London Hydro Inc.  
111 Horton St  
PO Box 2700  
London ON N6A 4H6

Dear Ms. Graham,

I am writing to express my interest in joining the Board of Directors of London Hydro Inc. I recently moved to London to put down roots, after working as an executive in Boston and Toronto, and I'm keen to get involved in the community. I believe the following attributes would allow me to contribute to the London Hydro board:

**Executive business experience that matches the board's needs:** The board has stated that they are looking for individuals with the following qualifications: 1) executive business management, 2) strategy and governance, 3) audit and finance, and 4) energy industry experience. I have deep and broad experience in each of these areas and would be able to immediately support the work of the board and its committees.

Having been a global executive at Wayfair, a Fortune 200 company with \$15B in revenue, and having worked with some of Canada's most prominent boards of directors as Chief of Staff at Deloitte, I bring extensive experience in management, strategy, and governance. I am a Chartered Accountant with a Master's in accounting, I specialized in complex accounting transactions at Canada's largest accounting practice, and I have taught finance at an Ivy League school. Finally, I have a decade of experience auditing and advising small and large firms in the energy industry, including power generators and transmission & distribution utilities.

**Leadership in the community:** I recognize that London Hydro is owned by the people of London and exclusively serves the people of London. For over 25 years I've had a passion for giving back to the community, particularly with underrepresented groups, and I most recently had the opportunity to work with the London Health Sciences Centre's board committees. If appointed to this board, I will bring my diverse perspective to bear for the benefit of Londoners.

**Finance committee work:** With the departures of Messrs. Jack Smit and Gabe Valente, the board requires immediate accounting and finance experience. In addition to my expertise in key issues that affect London Hydro's financials, including interest rate swaps and regulatory assets, my background in executive management and strategy allows me to consider these issues in a larger context that would benefit the rest of the board.

Thank you in advance for your time and consideration. I'm eager to discuss opportunities at London Hydro, and I look forward to the selection process.

Yours sincerely,

/s/ Cedric Gomes

# Cedric Gomes, CPA, CA, MBA

London ON, N6K 4H4, Canada

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## SUMMARY

- Global executive with proven results in operations, finance and building teams
  - Bridge builder who's worked with the highest levels of the Canadian and US governments across the political spectrum
  - Experience as both an executive of a Fortune 200 company and a founder of two small businesses
  - Community leader with long track record of volunteerism and diversity initiatives
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## EXPERIENCE

### **NORTH BORDER TRADE CONSULTING**

Boutique global trade consulting firm

2022-  
London, Canada

#### **Founder & Principal**

- Advise foreign multinationals on their Canadian operations, with a focus on the eCommerce sector
- Clients have a minimum global revenue of \$1B
- Regularly liaise with high-level officials with the Canada Border Services Agency, the Canada Revenue Agency and the Department of Finance

### **WAYFAIR LLC**

Fortune 200 eCommerce retailer

2017-2022  
London, Canada and Boston, USA

#### **Head of Global Trade Strategy & Operations**

- Oversaw Wayfair's cross-border trade, encompassing \$100MM+ duty spend and operations in North America, Europe and Asia
- Created and implemented novel operational strategies to reduce costs by up to \$40MM/year
- Executed the trade enablement of multiple new country expansions
- Led discussions at the highest levels of government, including Canada's Chief Trade Negotiator, the Chairman of the US House Ways and Means Committee, and the US Trade Representative's Office

#### **Chief Operating Officer, Wayfair Canada**

- Led all aspects of supply chain and customer experience, overseeing triple-digit growth and \$1B+ revenue
- Achieved significant results across all metrics, including capacity, cost reduction, delivery speed and NPS

### **DELOITTE LLP**

Canada's largest professional services firm

2008-2017  
Toronto, Canada

#### **Chief of Staff**

- Developed and executed strategic priorities as member of Audit Executive Committee, actively managing a \$500MM business with 500 FTEs
- Authored the multi-year Strategic Plan
- Used exceptional people skills to influence diverse group of over 40 partners and 50 managers to execute on our strategic priorities

#### **Audit Senior Manager**

- Managed large, global engagements, specializing in the Energy & Resources industry
  - Subject matter expert on numerous complex accounting issues
  - Advised C-Suite and Boards of some of Canada's most prominent companies
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## VOLUNTEERING

- **London Health Sciences Centre (LHSC)** 2021-2022  
Quality & Culture board committee
- **Tuck School of Business at Dartmouth College** 2014-  
Admissions and fundraising ambassador

**EDUCATION**

- **Master of Business Administration (MBA)** Hanover NH, USA  
Tuck School of Business at Dartmouth College  
*TA for capital markets, corporate finance, statistics, accounting*
- **Master of Accounting (MAcc)** Waterloo, Canada  
University of Waterloo
- **Bachelor of Accounting and Financial Management (BAFM)** Waterloo, Canada  
University of Waterloo