

PERSONAL BOARD OF DIRECTORS

The trusted advisers of top business leaders

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Dani Reiss

CEO, Canada Goose Holdings Inc.



Dani Reiss never planned to join his family's business, the winter-clothing company that became Canada Goose.

"I wanted to write short stories," he says. But when he took a temporary job at the company after college, he found he was drawn to the story behind the brand.

"Being an arts student I wasn't really into brands," Mr. Reiss says. "[But our products] worked, it was authentic, it saved people's lives."

In the three generations of the family business, Canada Goose has turned its collection of down-filled coats and parkas into a luxury brand.

His father taught him early on to "get to the bottom line," Mr. Reiss says.

"Even today I tell people, 'start at the end,'" he says.

Here are four of his most trusted advisers.

—*Francesca Fontana*

Age: 46

Education: Bachelor's degree in English literature, University of Toronto

Parents: David and Malca Reiss. He says his parents, whose families came to Canada from Eastern Europe, showed him the importance of high-quality, long-lasting products.

What time does your alarm go off on weekdays? Between 5:45 a.m. to 6:15 a.m.

Do you have a secret talent? "When I'm not traveling and at home for dinner, I love to cook."

What's your management mantra? "Start at the end."



Belinda Wong

Chief executive officer of Starbucks China



Mr. Reiss and Ms. Wong met in 2017 in Shanghai as Mr. Reiss was trying to understand more about the Chinese market before Canada Goose began its expansion into the country.

"She really helped me understand that China really is a different market and you have to operate differently there," Mr. Reiss says.

Mr. Reiss and Ms. Wong, a fellow Canadian, still keep in touch via text and meet when Mr. Reiss is in the region. "She's got tremendous tenacity and great vision," Mr. Reiss says. "She's a CEO I absolutely admire and look up to."



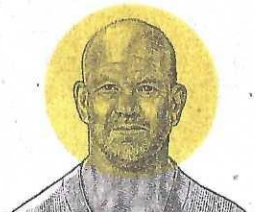
Maureen Chiquet

Former CEO, Chanel



Ms. Chiquet has been an independent director on the board of Canada Goose since 2017. "She and I spend a lot of time talking about people and talent and team," Mr. Reiss says. "I confide in her a lot when I have important people decisions to make."

He recalls occasions when he was trying to decide whether to go outside of the company for an important position. "She has helped validate the point of view that promoting people from within can have a really positive impact," he says. "The right people are often right under our noses."



Chip Wilson

Founder, Lululemon Athletica Inc.



When Mr. Reiss was navigating taking Canada Goose public several years ago, he says Mr. Wilson was a great resource as the founder of another apparel company.

Mr. Wilson told him to keep running the business like he always had. "I realized that it's really important as a public company to focus on your culture," Mr. Reiss says. "You don't allow the fact that you're now public to have an effect on it."

Mr. Reiss says he gets together with Mr. Wilson, a fellow Canadian, whenever he can, typically in Toronto or Vancouver.



Tom Brady

Quarterback, the New England Patriots



Mr. Reiss met Mr. Brady after the quarterback saw one of the company's parkas in a magazine a few years ago and reached out to get one for himself, Mr. Reiss says.

"Obviously, it's fun to talk to him about sports," Mr. Reiss says.

In the years since, Mr. Reiss says he has had valuable conversations with Mr. Brady about raising a family in the public eye. "[We've talked about] the impact that a dad's career can have on a family and on children," Mr. Reiss says. "I got some really great insights from him on that."