



A conversation with  
 Sir Richard  
**BRANSON**  
 CEO of the Virgin Group  
 and  
 Peter  
**ACETO**  
 President and CEO  
 of ING DIRECT Canada

Live in Toronto | October 27, 2010 | 1 PM - 2:30 PM

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# Sir Richard BRANSON

Sir Richard Branson was born in 1950 and educated at Stowe School. It was here that he set up Student magazine when he was only 16.

In 1970 he founded Virgin as a mail order record retailer, and shortly afterwards opened a record shop in Oxford Street, London. In 1972 he built a recording studio in Oxfordshire where the first Virgin artist, Mike Oldfield, recorded 'Tubular Bells'.

In 1977 he signed the Sex Pistols and went on to sign many household names from Culture Club to the Rolling Stones, helping to make Virgin Music one of the top six record companies in the world.

With around 200 companies in over 30 countries, the Virgin Group has now expanded into leisure, travel, tourism, mobile, broadband, TV, radio, music festivals, finance and health and through Virgin Green Fund they are investing in renewable energy and resource efficiency.

In February 2007, Richard Branson announced the Virgin Earth Challenge - a \$25 million prize to encourage a viable technology which will result in the net removal of anthropogenic, atmospheric greenhouse gases. In July of the same year he had the honour of joining his good friend Peter Gabriel, Nelson Mandela, Graça Machel, and Desmond Tutu to announce the formation of The Elders, a group of leaders to contribute their wisdom, independent leadership and integrity to tackle some of the world's toughest problems.

Richard is also very proud of the work of Virgin Unite, a not-for-profit entrepreneurial foundation, which continues to focus on entrepreneurial approaches to social and environmental issues.



# Peter ACETO

Peter Aceto is the President and Chief Executive Officer of ING DIRECT Canada. He is a passionate leader and a committed consumer advocate. His relentless focus is on driving a type of radical thinking that delivers superior and unparalleled results. Peter does so by promising outstanding customer experience, preserving the cause behind the brand of ING DIRECT, maintaining a simple and efficient business model and building an incomparable corporate culture. Peter's philosophies remain at the heart of all areas of the business where entrepreneurship and innovation are welcome and hierarchies and organizational charts are left behind.

A passionate student of leadership, strategy and tactics, Peter has been interviewed and quoted in various leadership and business books and other publications. Peter is also a passionate student in the fields of information technology, branding, and employee engagement.

His career with ING DIRECT began in Canada more than a decade ago as a founding member of its senior leadership team. Peter was most recently a member of the ING DIRECT USA executive committee and responsible for sales, marketing and corporate communications. Prior to that, he held the posts of Chief Risk Officer, Chief of Staff and Chief Lending Officer. While in the U.S., Peter championed the company's philanthropic activities which focused on providing opportunities to underprivileged children across the country and around the world.

Peter is a natural entrepreneur, having developed his first business idea in high school, by starting a cleaning service for eaves troughs. He then went on to establish a legal practice shortly after graduating from Law school. Peter achieved his Bachelor of Law in May of 1994 from the University of Western Ontario, where he also earned his undergraduate degree in Psychology in 1991.

Peter believes strongly in the responsibility he has to contribute at the highest level to his team at ING DIRECT, to Canadians and to his family. Peter currently resides in the Toronto area with his wife Sylvia, and three children.

Peter is and has been involved in the community. He was a Board Member and champion for Habitat for Humanity, the ING DIRECT Kids Foundation, the Delaware State Chamber of Commerce among others and is currently on the Business Development Committee of Mt. Sinai Hospital.



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