



# Newfoundland & Labrador 2022:

*Leading our workforce into the future*

**NLEC Conference 2012**

November 28<sup>th</sup> & 29<sup>th</sup>  
Sheraton Hotel, St. John's

**Emad Rizkalla**  
**President and CEO**  
**Bluedrop Performance Learning**

As President and CEO of Bluedrop Performance Learning (TSX-V: BPL), Emad is recognized as one of North America's pioneers and leaders in learning, entrepreneurship and corporate leadership. He co-founded Bluedrop in 1992 as a young engineering student to commercialize his class project. While that project ultimately failed, the company found new life as an IT services company.

Before the age of 30, he was honored as one of Canada's 'Top 40 Under 40' and has received national and international media coverage over the years. In 2000, TIME magazine featured Emad in a cover story as one of the 'Young, Dynamic Entrepreneurs Who Will Create the 21<sup>st</sup> Century.' In addition to publishing numerous articles about learning organizations, corporate leadership, and consulting excellence, he has been featured in dozens of publications and media outlets in Canada, the US and Europe. In 2004, Emad spun off the company's two larger divisions so he could focus exclusively on changing the world of learning for the workplace. Since then, Bluedrop has grown from 10 employees to 120.

Bluedrop is currently undergoing a blistering growth pace. In the past 2 years, the company's revenues have grown by over 300%. The company has expanded operations significantly and now has offices in St. John's, Fredericton, Halifax, Ottawa, Washington DC and Vancouver.

Emad sits on several other *Not for Profit* Boards, including the Springboard Network and the NRC's National IRAP Advisory Board. He also sits on a federal Task Force for the Department of Foreign Affairs and International Trade (DFAIT). Emad is a published author and past contributor to US based industry and business publications. More recently, his thoughts on leadership have been published in the critically acclaimed Aspatore *Inside the Minds* series of books featuring insights from leading business thinkers worldwide.