



**John Longbottom, P. Eng. CMA
National Executive, Smarter Cities**

John Longbottom leads IBM Canada's Smarter Cities initiative which is about innovation and transformation by creating new value through advanced analytics against the explosive growth of data in world. He is responsible for IBM's overall efforts with Cities, Regions, and Government agencies to improve operations and service delivery. He also develops strategic relationships with partners to promote and implement Smarter City solutions and capabilities. In 2013, John was awarded the Queen's Diamond Jubilee Medal for his work with communities. Previous to the current role, John held senior positions in Sales, Marketing, and General Management in the Telecommunications, Utilities, Insurance sectors. John also held the position of Manager of Strategy and Planning within IBM's Global Industry Business Solutions in New York, where he worked on a 4 year assignment in IBM's U.S. Corporate Headquarters, focused on marketing strategy and planning, and business strategy for IBM's e-business Solutions. John has also been engaged in technology strategy and business solutions with Public Sector accounts for 15 years and worked as a technology and applications specialist in the Manufacturing, Distribution, and Engineering sectors for 5 years. In 2004, John created and implemented IBM Canada's National Aboriginal strategy and continues to support that strategy in an advisory capacity.

John has held Executive positions at Ceridian Canada Ltd., first as Vice-President and General Manager of Western Canada responsible for the company's business interests from Victoria to Thunder Bay, where he focused on business development, operational effectiveness, strategic sales and marketing. John then moved to become EVP, Sales and Marketing where he was responsible for market intelligence, market planning, marketing communications, marketing operations, new business development, sales, partner relations, and account management. He was also responsible for the leadership and financial management of LifeWorks Services, Ceridian's EAP division.