

Peterborough-Kawartha Retreat

Rudy Massimo, BA, MA

To begin with, Rudy Massimo is a former Rotarian and Past President of the Peterborough-Kawartha Rotary Club. During his time in Rotary, he was very involved in youth leadership, both at the local and District level.

A dynamic leader and seasoned consultant, Rudy brings a wealth of global experience in education, leadership, and philanthropy to his strategic advisory work. Originally from New York and Montreal, Rudy returned to Ontario in 2020 after eight years on Vancouver Island, where he established a reputation as a visionary in both independent schools and nonprofits. While at Shawnigan Lake School, he led the largest campaign in the school's history, raising over \$60 Million for financial assistance and capital projects.

As President of Rudy Massimo & Associates, Rudy is a trusted advisor who collaborates closely with clients worldwide, helping them achieve their goals through transformative projects and inspiring philanthropy.

Rudy's career includes high-profile roles, from CEO of Outward Bound Canada and President of Peak Adventures Inc., to senior leadership positions at Shawnigan Lake School and Lakefield College School. Earlier in his career, he was also the Executive Director of Camp Kawartha, a position he held for ten years. A dedicated community leader, he volunteers with several charities, serving as a trustee with the Kawartha Land Trust, and currently chairs the Principal Gifts Cabinet for Breakthrough T1D's \$100 million National Campaign to Accelerate.

Rudy holds a BA from Concordia University and an MA in Leadership from the University of Guelph. When he's not shaping the future of organizations, you'll find him cycling through Peterborough County, climbing in remote locations, or perfecting his famous pizza recipe for family and friends.