

# Mapy Villaudy

**Chief Development & Marketing Officer at Diabetes Canada**

Toronto, ON, CA

Mapy Villaudy is Chief Development & Marketing Officer at Diabetes Canada.

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As the Chief Development & Marketing Officer, Mapy spearheads Diabetes Canada's national marketing and revenue strategy development. Most recent achievements include the Diabetes Canada's launch of a new website and MyCDA - Diabetes Canada's online community. For the past three years, her focus has been aggressively growing the marketing mix via digital integration to serve people with diabetes - whilst raising awareness and engagement for all Canadians. Mapy leads a team of fund development and marketing and communications experts to grow and implement integrated multi-channel strategies to generate new revenue streams for Diabetes Canada through mass marketing, corporate and community partners, major donors and volunteers. As part of Diabetes Canada's new 5 year strategic plan, Mapy leads the brand rejuvenation initiative to maximize the brand equity across the organization and the public, including Diabetes Canada's Clothesline social enterprise business. Prior to joining Diabetes Canada in 2009, Mapy was the Director of Development at Plan Canada International where she developed a multi-million dollar campaign vision to launch Plan's first Major Gift Campaign. In this capacity she also travelled with major donors to some of the world's poorest communities in Africa and South America and experienced firsthand how the power of marketing and philanthropy can actually improve lives and communities. Mapy is a long-time member of the Association of Fundraising Professionals and past committee member of the Canadian Association of Gift Planners, Sunshine Centre for Seniors and York Region Community Safety Village.

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Advertising/Marketing, Non-Profit/Charitable, Program Development, Health and Wellness, Fund-Raising

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Fundraising Trends, Developing Brand Ambassadors, How to Increase Brand Value, Diabetes, Charitable Sector, Marketing & Branding, Marketing & Corporate Strategy

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HealthPartners : Director, Association of Fundraising Professionals : Member, Canadian Association of Gift Planners : Past Member, Health Partners : Governance Committee

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## **Digital Leap Conference**

Presenter, Non-Branded Social Media Campaigns

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