



**June 16, 2011**

## **Deborah Swail Featured in Cambridge Who's Who**

*-- Deborah Swail's extensive business experience enables her to thrive at Foresters --*

NORTH YORK, ON, CANADA, June 16, 2011 /**Cambridge Who's Who**/ -- Deborah Swail, Vice President of Business Transformation at Foresters, has been recognized by Cambridge Who's Who for demonstrating dedication, leadership and excellence in business strategy development.

A senior financial service professional, Ms. Swail brings both technical and people skills to her role at Foresters, a life insurance provider committed to the well-being of families with over 835,000 members in Canada, the U.S. and UK. Ms. Swail is responsible for business architecture, project governance and project management. She also leads the delivery of a complex, multi-year transformation involving implementation of a new business processing platform and the redesign and automation of business processes.

Ms. Swail has 35 years of experience in business strategy development, human resource management, change leadership, project management, contract negotiation, training design and facilitation. She attributes her success to this breadth of experience, which allows her to see many facets of an issue and develop creative solutions.

Ms. Swail, who completed her MBA at the University of Toronto, says she is currently focused on guiding Foresters transformation into an exciting new phase, with implementation beginning later this year.

### About Cambridge Who's Who

With over 400,000 members representing every major industry, Cambridge Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Cambridge Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies and makes them cost-effective for members who seek to take advantage of its career enhancement and business advancement services. Cambridge is pleased to welcome its new Executive Director of Global Branding and Networking, Donald Trump Jr., who is eager to share his extensive experience in this arena with members.

Cambridge Who's Who membership provides individuals with a valuable third party endorsement of their accomplishments and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.



From health care to law, engineering to finance, manufacturing to education, every major industry is represented by its 500,000 active members.

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