



Lori Hansford Managing Director

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Serving clients throughout North America

*“Finding Exceptional
Talent.*

*Building Outstanding
Organizations.”*

Executive Search, CEO and Board Advisory Services

Throughout her career, Lori has been passionate about building great talent and structuring organizations for success. She has over 15 years of experience in executive recruitment and 20 years of experience in consumer goods leadership roles in sales and marketing.

Lori is based in Toronto and has established herself as a trusted advisor in executive search. She serves clients across various industries, including healthcare, packaged goods, telecommunications, pharmaceuticals, academic institutions, and retail. Lori's success stems from her extensive knowledge of various functions and industry sectors and her straightforward yet diplomatic approach. She is highly respected by both clients and candidates and has made significant contributions to the success of many companies in Canada and the United States.

Lori has a degree in Business Administration from Wilfrid Laurier University. Before joining Mandrake, she worked in marketing and sales leadership for 20 years across different industries. Starting in consumer-packaged goods, she advanced to become VP at Campbell Soup. In 2001, she became VP of Specialty Sales at Molson. Lori also gained executive experience in the telecommunications sector with Sprint and later as Vice President of Sales at Virgin Mobile, where she played a key role in launching the business in Canada.

EXECUTIVE SEARCH EXPERIENCE

- Chief Executive Officer for a Canadian Craft Brewery
- Canada General Manager for a Global Food Manufacturer
- Chief Executive Officer, State Health Plan for a Fortune 100 Healthcare Company
- Chief Quality Officer for a Global Healthcare Enterprise
- Chief Executive office for a U.S. Healthcare Joint Venture
- Managing Director for a Canadian Consumer Food Company
- Principal, Global Boutique Consulting Firm
- Board Member, Fortune 100 Healthcare Enterprise
- Chief Financial Officer, State Health Plan for a Fortune 100 Healthcare Company
- Vice-President Finance and Administration, Canadian Craft Brewery
- Vice President Customer Revenue & Lifecycle Management, Media & Communication
- Vice President Customer Experience for a Fortune 100 Healthcare Company
- Vice President of Sales for a N.A. Food Manufacturer
- Vice President of Sales for a N.A. Processer and Marketer of Seafood
- Vice President Sales, Canadian Consumer Goods Manufacturer
- Vice President Sales, Canadian Services Business
- Vice President Media & Digital Marketing for a Fortune 100 Healthcare Company
- V.P. Human Resources North America for a Returnable Packaging Manufacturer
- Head of Human Resources for a U.S. Telecommunications Provider
- Vice President Human Resources for a Canadian Healthcare Center

Search Practices

Industry Practices

- Digital Marketing & Advertising
- Creative Services
- Consumer Products & Services
- Travel & Hospitality
- Retail & ECOM
- Financial Services
- Broadcasting & Publishing
- Healthcare & Life Sciences
- Government & Education
- Business & Professional Services
- Clean Technology
- Natural Resources
- Technology & Communications
- Real Estate & Construction
- Industrial Manufacturing
- Logistics & Transportation
- Family Office & Private Equity
- Non-profit

Functional Practices

- Board of Directors
- Chief Executive Officer
- Chief Operating Officer
- Chief Financial Officer
- Chief Compliance Officer
- Chief Marketing Officer
- Chief Revenue Officer
- Chief Human Resources Officer
- Chief Information Officer
- Chief Data Officer
- Chief Technology Officer
- Chief Logistics Officer

Global Affiliates

Mandrake is a partner in International Executive Search with offices in 25 countries globally.

