

# SFU BUSINESS

## Alumni Profile

### **Linda Sanderson**

**Vice President, Procurement & Logistics,  
Rogers Video  
Executive MBA '90**

Strategy has been a key element in Linda Sanderson's success – at Rogers Video and in her personal career development.

Linda earned a degree in sociology at SFU while starting a family and working at the City of Burnaby.

A motivational consultant who worked with Linda's team at the City of Burnaby asked each team member to write down a goal and a plan for following it. Linda's goal was to continue her education. She completed SFU Business' Executive MBA program in 1990.

The Executive MBA was the key Linda needed to make the transition from the public to private sector. She left the City of Burnaby for a position as director of human resources at Roger's. She later became vice-president, operations and is currently vice-president, procurement and logistics.

Rogers Video has grown tremendously over the past decade, and Linda has played a significant role in the company's success. As director of human resources, Linda focused on team-building. She also initiated a co-op hiring program that gave many SFU Business students a great opportunity to work in this dynamic company.

During Linda's tenure as vice-president, operations, Rogers Video expanded its market position four-fold. Today, Rogers Video employs 4,000 people with 112 at the head office in Richmond, B.C. and has 282 stores throughout Canada.

In Linda's current role as VP, procurement and logistics, she finds her Executive MBA education increasingly useful as she deals with finance and strategy issues. Her department has taken bold initiatives –Rogers is the first Canadian retailer to

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deal directly with the big six Hollywood studios, the first in Canada to carry DVDs, and the company now offers wireless technology products in its stores.

*Quote from Linda Sanderson:*

*Fifteen years after graduating from the EMBA and I am still addicted to the charge you can only get in business. In retrospect the SFU EMBA experience was like being held hostage for three years albeit with some interesting people and reasonable food.*

*Would I do it again? Without question, the answer is yes! The program helped me open career doors and, more importantly, it gave me the confidence and knowledge to ask the right questions. If you really like something, you owe it to yourself to learn more about it, hone your skills and work with people of like mind. The SFU experience helped me to do all three.*