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**Linda Franklin**

Linda Franklin is president and CEO of Colleges Ontario, the advocacy association for Ontario’s 24 colleges of applied arts and technology. In this role, Franklin has focused provincial and national attention on the shortage of skilled workers expected when baby boomers retire, and the importance of the college system in addressing this challenge. She also initiated the first long-term, system-wide marketing campaign highlighting the value of a college education, as well as a groundbreaking campaign to encourage more aboriginal students to get a college education. Previously, Franklin was the president of the Wine Council of Ontario, where she directed a multi-million-dollar marketing campaign for the domestic wine industry and developed a strategic plan for the sector supported by $40 million in government and industry funding.

Franklin began her career as a writer and communications specialist. She has served as the chief of staff for an Ontario cabinet minister, as the head of communications for a professional regulatory body and as vice-president of a communications consulting company. In 2005, Franklin was named Niagara’s Business Person of the Year. She was also awarded the Queen’s Jubilee medal for her contribution to the advancement of the Ontario wine industry. Currently, she serves on the board of directors of Ontario Place, the Canadian National Exhibition Association and the Albany Club of Toronto. Franklin has a degree in English and History and a Master of Arts in Journalism from the University of Western Ontario.