

MANAGEMENT TEAM AT NIVA



John Nihmey – President and Chief Marketing Officer

Co-founder John Nihmey is a recognized expert in the field of marketing communications and corporate branding. John has used his communications expertise to help companies in Canada and the US develop and implement business renewal strategies, corporate culture initiatives, marketing campaigns, and change management actions. John is the author of two successful books, *Time of Their Lives—The Dionne Tragedy* (MacMillan, 1986) and *Fireworks and Folly* (Hushion House, 1998). He has travelled extensively as author of Canada's most widely syndicated travel feature, *Hotels of the World*. He is an Honours graduate of Carleton University and is listed in *Who's Who in Canada*.

Peter Vasdi – Vice-President and Director, Technical Communications

Peter Vasdi began his career as a technical writer with Bell Northern Research and partnered with John Nihmey in 1978 to establish NIVA. Peter has managed over 500 projects and is an acknowledged expert in documentation analysis and planning. He has developed automated solutions for NIVA clients, including those that form the basis of DAA—NIVA's proprietary *Document Authoring Assistant*. His extensive knowledge of information technologies is the backbone of the company's technology vision and strategy. Peter is a graduate of the University of Toronto in Applied Science. He is also a member of the Association of Professional Engineers of Ontario (APEO).

Anton Holland – Senior Vice-President, Operations, and Director, Science Communications

Anton Holland began his career as an environmental scientist and a writer adept at describing scientific research for diverse audiences. Anton joined NIVA in 1989 and became a full partner in 1995. Using his considerable expertise in science writing and project management, Anton leads NIVA's science writing team and specializes in the areas of health and the environment. He has developed keen insight into the need for clear and concise science writing for public audiences, and is experienced in public consultation and drafting regulatory guidelines. Anton is a Science graduate of the University of Toronto and a member of the Canadian Science Writers' Association (CSWA).

John Thurston, PhD – Manager, Technical Services, and Director, Websites and Online Repositories

John Thurston is a specialist in developing web repositories. Since joining NIVA in 1997, John has managed the successful development and implementation of a number of high-profile websites and repositories, including the Swissair Flight 111 website, the Canadian Hydrographic Service Online Information Library, and the *National Smallpox Contingency Plan* repository. John made the transition to technical writing after a successful academic career that included a PhD in English Literature from Queen's University. He held a post-doctoral fellowship for two years and taught at Queen's University and the University of Ottawa. John has published a book on Susanna Moodie (McGill-Queen's University Press, 1992) and has written many articles for scholarly journals and popular periodicals.