

Press Release

For Immediate Release



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Filmmaker Gareth Daley eager to redefine his role as a young entrepreneur

Kingston, Jamaica: Gareth Daley is typically behind the scenes, shooting television productions, namely commercials, music videos and documentaries.

But in March this year Daley, the CEO and Director of GD Films, took the opportunity to step into the spotlight when he applied, and was selected, to be one of 25 entrepreneurs to benefit from the Scotiabank Vision Achiever 2018 Programme. He is hoping that through this exposure he will gain the skills necessary to plan and manage the strategic growth of his business. In particular he intends to put the training towards building traction behind GD Films' recently developed series, *Creatives*.

Daley has over 17 year's professional experience in live television production and has worked with a number of local and international projects not limited to: ABC News, BBC, Marvel – Luke Cage, Bravo TV – Real Housewives of Atlanta, Bob Marley Museum, Mission CatWalk, Digicel commercials and the JPS Power Smart TV Show.

However it is only since starting the Scotiabank Vision Achiever programme that Daley has realised what it takes to build a successful company.

According to him "It was when I started the classes that I realised I wasn't really running my business as a CEO, or a team leader. I was just going along by saying, I have my own business. Now I realize that to be a CEO, running a multi- million dollar company, I need to step up, to be more competitive, and more responsible."

He has learnt the importance of paying keen attention to the finances of his company while investing in the company and his staff.

Daley says "I have learnt that as the CEO you have to understand your financials. Your company can run down to the ground if you don't understand your financials".

"I also now know that I have to train my team, and explain to them the vision of the company. It means not just financial results, but developing the rapport you have with them, letting them know that they are a part of a bigger picture," Daley continued.

These lessons have put him in a better position to realise his medium to long-term goals for GD Films.

“I want GD Films to be the company of content creation in Jamaica and the Caribbean. When anybody thinks about creative content, GD Films should be the first number that they call for commercials personal videos and TV shows,” he said.

He lauded Scotiabank for putting companies in a better position to access financing, saying “we give thanks for programmes like Scotia Vision Achiever, which realises that for small businesses to grow, it means that some of the corporate companies have to invest in them,” Daley said.

The Scotiabank Vision Achiever programme is a 17-week capacity building course led by ACTIONCoach Marcia Woon Choy. The programme allows entrepreneurs to benefit from one-on-one business consultations, creating effective business, marketing and financial plans, while facilitating training in sales, systemising business processes, marketing and understanding business financials.

The top three winners in the programme will each benefit from more than \$1.5 million in prizes from partners Development Bank of Jamaica Limited, eMedia Interactive Group, Digicel Business, and Business Access TV.

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About Scotia Group Jamaica Limited (SGJL)

Scotiabank has been in Jamaica since 1889 and is the premier financial institution in the country with just over 2,000 employees and 35 Branches Island wide. SGJL is a subsidiary of Scotiabank (Canada) and offers a diverse range of products and services including personal, commercial, and small business banking, wealth management, insurance, and mortgages. SGJL is an award winning institution having been named on numerous occasions as the Bank of the Year and Best Bank in Jamaica by international financial publications – the Banker, Latin Finance, Euromoney, and Global Finance magazines. SGJL has \$502 billion in assets (as at January 31, 2018). For more information please visit www.scotiabank.com/jm.

Contact: Hope McMillan-Canaan | Public and Corporate Affairs Manager | Scotiabank

hope.mcmillan-canaan@scotiabank.com | T. 932-0366 M. 321-003