

Zebrina Kassam

With a career spanning across pharmacy, retail, operations, and human resources, Zebrina's passion for providing optimal care for patients, customers and employees has been the consistent driver to success.

A graduate of University of Toronto and a Pharmacist by trade, Zebrina started her career in pharmacy at a Shoppers Drug Mart store in Toronto in 1998. In that role, she further developed her passion for leadership and patient care and then progressed throughout various roles in operations supporting Associate Owners and their teams. Zebrina then moved into HR as Director, Recruitment and Retention where she led a team focused on building talent across Shoppers Drug Mart during the challenging era of a Pharmacist shortage in Canada caused by significant retail expansions. She ultimately moved into the role as Senior Vice President of Human Resources, accountable for the leadership of HR Business Partnering functions supporting Shoppers Drug Mart Retail and Corporate, Enterprise Finance, Real Estate, Legal, Corporate Affairs and Communications.

Zebrina's career path led her back to retail where she went on to become a multi-store Associate Owner of three Shoppers Drug Mart stores in Peterborough. During her time as an Associate, Zebrina took on the role of Peers Representative and subsequently of Peers Chair, a critical role in the ongoing continued efforts to facilitate effective two-way communication between Associates and the company.

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After 9 years as an Associate Owner, Zebrina returned to the corporate office as Senior Vice President, Peers Relations where she was accountable for the collaborative relationship between Shoppers Drug Mart and Associate Owners. It is a role she held for almost 2 years before transitioning to her role as Senior Vice President, Human Resources. In that role she was accountable for the leadership of HR Business Partnering functions supporting Shoppers Drug Mart Retail and Corporate, Enterprise Finance, Real Estate, Legal, Corporate Affairs and Communications. In early 2022, Zebrina marked her return to Operations at SDM as Senior Vice President, National Operations where she leads a team of talented cross-functional colleagues who support the Associate Owners in the day-to-day retail operations across Canada. During her time in Operations, Zebrina has brought a thoughtful approach to talent development and succession planning. She has played a pivotal role in partnering with key stakeholders on our SDM recruitment and retention strategies and has driven several strategic priorities including shrink mitigating.

As of July 2023, Zebrina has taken over the position of SVP, Pharmacy Planning & Healthcare Businesses. This new role will provide Zebrina with an opportunity to bring her passion and experience as a pharmacist and former Associate-Owner to a Pharmacy team focused on growing and evolving the patient experience through our Healthcare Businesses, Payor Partnerships and Acquisition and Pricing businesses. Zebrina is a collaborative, trusted leader. She fundamentally understands our pharmacy business, which will serve her well in this new opportunity. Zebrina is also very passionate about diversity, equity and inclusion and continues to be a proud co-Chair of the Loblaw Diversity, Equity & Inclusion Council.

During her spare time, Zebrina enjoys spending quality time with her husband, children, and pets at their home in Peterborough and traveling.

