



Biography



William M. Duron

Chief executive officer, Royal Agricultural Winter Fair

Bill Duron is chief executive officer of The Royal Agricultural Winter Fair. He is responsible for the creative execution and management of the Fair. Bill brings over 30 years of management experience in the media and tourism industries.

Prior to joining The Royal organization, Bill served as president of Key Media Ltd., owners of Toronto Life, Fashion, Wedding Bells and Where Magazines. He rose to this position after serving as publisher of the influential Toronto Life magazine for six years. Under his direction the management team launched several successful projects including Toronto Life branded events, the City Guides and Toronto Life TV. Bill remained an advisor to the corporation after St. Joseph Communications purchased Key Media Ltd. He is also the operator of the Toronto Island Marina and Yacht Club.

Before he worked in media, Bill was the president of Tourism Toronto for 18 years where he was a public advocate for Toronto events and tourism facilities. One of his most public roles was as the representative of Canada's tourism sector during the North American free trade negotiations. For his contributions to the industry, the Tourism Industry Association of Canada named him Tourism Person of the Year.

Bill is chairman of the Ontario Tourism Marketing Partnership Corporation, agency of the Government of Ontario and serves on the boards of the Canadian National Sportsmen's Shows and the Advisory Board of Ryerson University's School of Retail Management.

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For more information visit www.royalfair.org – November 6-15, 2009

Materials and images can be downloaded for media use

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