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John D. Whincup, P.Eng., is the Executive Director at OPTIMUS/SBR. He is a member of the Toronto Board of Trade, the Rotary Club of Toronto and the Canadian Association of Management Consultants. He served as Executive Director of SBR International Inc. He is a Professional engineer. He has an undergraduate degree in Electrical Engineering from the Rotman School of Management. Mr. Whincup holds an MBA from the University of Toronto.