

**Sonia Brar**  
**Vice-President, IT**

As Vice-President, IT, Sonia Brar leads the team that is responsible for the strategy, delivery, and operations of the IT systems for Bell Media and Bell Corporate.

Since joining Bell in 2001, Brar has held various positions across IT, leading large-scale systems implementations for consumer, small/medium business, call centre operations, and media broadcast management.

Brar serves on the board of directors for Women in Film and Television – Toronto (WIFT-T). She holds a Masters of Business Administration and a Bachelor of Science in Psychology from McMaster University.