



## Synchronicity at Sandvine

**When Amanda Weber, Director of Marketing Communications at Sandvine Incorporated, hired Chris DePaul for a co-op job back in 2005, neither anticipated that they would still be colleagues nearly two years later. DePaul is currently on his third work term at the company, which manufactures network equipment for companies that provide broadband service to residential customers.**

Weber hired DePaul, who is pursuing concurrent degrees in business administration and computer science at Wilfrid Laurier University, as a marketing co-ordinator. "Chris has been involved in many facets of marketing, including communications, media and analyst relations, product marketing, and event planning," says Weber. "His extensive knowledge of the Internet and broadband applications has enabled him to contribute on many technical marketing projects." Weber says DePaul's greatest strengths are "a passion for his work, a willingness to learn and a commitment to excellence in all he does."

The opportunity to work in a high-tech start-up company is what attracted DePaul to the company in the first place. Challenging assignments have inspired him to keep returning. During his second term, for example, DePaul assisted with the logistics of marketing an initial public offering (IPO) on the London Stock Exchange. "This was the first significant IPO from a local tech company since Descartes listed on the TSX eight years ago, so I feel fortunate to have participated in the process," he says.

DePaul has developed skills in writing and design, and believes he has also gained a heightened sense of responsibility. "When my team is depending on me, I feel compelled to complete my tasks in a timely and professional manner."

Colleagues at Sandvine are encouraged to meet socially, and DePaul says that the friendly atmosphere, "not to mention the ping-pong and foosball tables," contribute to his enjoyment of the company.

Sandvine has been hiring co-op students since it was founded in 2001 by executives that had recently sold PixStream, their previous



Amanda Weber, Director of Marketing Communications at Sandvine Incorporated with Chris DePaul.

successful venture. "The Laurier co-op students we hire bring a fresh perspective to our business," says Weber. "They jump in full force, ready to help in our pursuit to be the best and most competitive company in the intelligent broadband networking space."

Weber, who recently returned to Laurier to recruit another co-op student, says, "We have always found talented students with unique skill sets, and I'm looking forward to welcoming the next one to our team."



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