



**MARKET-MEDIA**  
INTERNATIONAL CORP



## **Biographical Information-Joan E. Gadsby**

---

- Born Kincardine Ontario, Canada; grew up in St. Catharines, Ontario
- **Bachelor of Arts**, University of Western Ontario, London, in Psychology, English and Journalism
- Moved to North Vancouver, British Columbia 1963 and resident since
- **Post Graduate Studies in MBA Program**, University of British Columbia in Marketing and Industrial Relations
- **PhD (Honourary) in Prescription Drug Addiction, Medical Research, Public Health and Promotion**, Alternative Medicines Research Institute, an arm of the AMR non governmental organization chartered in Europe (whose mission is education, advocacy and research) and affiliated with the Open International University for Complementary and Alternative Medicines. Accredited by the American Naturopathic Medical Association, the American Alternative Medical Association, the American Association of Drugless Practitioners and recognized by the World Organization for Alternative Medicine.
- **28 years of diversified senior level business experience in marketing, strategic planning, property development, public affairs, government relations and issues management with 4 of Canada's largest companies.** 8 years in public sector senior management position with BC Provincial Government
- **President/Owner of Market Media International Corporation** which provides with senior contract executive associates consulting services in **strategic marketing and planning, business development, property development, public affairs, government relations and issues management.**
- **President/Developer Seaview Villa Estates Ltd.** – a multi family development of oceanview townhomes and garden apartments on the Sunshine Coast, West Sechelt, B.C. Canada. Website: [www.seaviewvillaestates.com](http://www.seaviewvillaestates.com)

....2

- Former **elected** poll topping **Councillor**, District of North Vancouver for 13 years
- **Former Consultant/Part time Faculty member** “Leadership in Government” Program, Royal Roads University, Victoria, British Columbia
- **Author** of internationally endorsed book “**Addiction By Prescription**” – **one woman’s triumph and fight for change** published by Key Porter Books, Toronto, Canada April 2000. Available through [www.addictionbyprescription.com](http://www.addictionbyprescription.com). Book was one of the biggest hits at the Frankfurt Germany Book Fair in October 2000 and released in paperback spring 2001.
- **Co Executive Producer** and **Research Consultant** of television documentary “**Our Pill Epidemic**” – **the Shocking Story of a Society Hooked on Drugs** which has been broadcast nationally on CTV and is available for international broadcast and available in video through [www.addictionbyprescription.com](http://www.addictionbyprescription.com)
- **Wellness and Health Promotion Consultant to corporations, governments, healthcare and other organizations and to individuals on the subject of prescription drug addiction.**
- **Project Leader/Consultant** for development and implementation of a **multi stakeholder strategic action plan and awareness campaign for benzodiazepines.**
- Recognized **international authority** and **public speaker** on the **responsible and informed use of benzodiazepines** (tranquillizers and sleeping pills) and anti depressants. Numerous guest appearances on national television, the internet, radio, other media and lecturer/presenter at Universities, international conferences, health and wellness shows.

## Other

- Selected as one of Canada’s notable women, Canadian University Women’s Club
- Former National and British Columbia Board Member, Women Entrepreneurs of Canada and member of International Alliance of Professional and Executive Women.
- Long Term Member Vancouver Board of Trade
- Recipient of Leadership Scholarship for Ethics in Business and Government, Josephson Institute of Ethics, Marina Del Ray, California
- Former Vice President, BC Association of Professional Economists
- Extensive Volunteer and Community work on various Boards including Lions Gate Hospital, North Shore Health, B.C. Alcohol and Drug Education Service, GVRD, North Vancouver Chamber of Commerce, Centre of Excellence BC Women’s Hospital, Advisory Planning Commission and Advisory Design Panel, Chair, Housing Committee

## **Future Projects Related to Prescription Drug Addiction**

- **Creative Developer and Co-Executive Producer** of feature film/movie of the week based on book **“Addiction By Prescription”**
- Co Executive Producer – International TV Documentary
- Second Book – **“Against the Wind”** – the fight for and process of systemic change

**Personal Data** – An active mother and a classic car and convertible enthusiast who enjoys daily running, fitness, sports, dancing, boating, nature photography, fashion designing, music, travel, and reading.

## **Contact Information**

**Joan Gadsby, President**  
**Seaview Villa Estates Ltd.**  
**Market Media International Corp.**

**4507 Cedarcrest Ave.**  
**North Vancouver, B.C. V7R 3R2**  
**Canada**  
**Phone: 604-987-6064**  
**Fax: 604-987-6063**  
**Email: [joangadsby@pacificcoast.net](mailto:joangadsby@pacificcoast.net)**

### **Websites:**

**[www.seaviewvillaestates.com](http://www.seaviewvillaestates.com)**  
**[www.addictionbyprescription.com](http://www.addictionbyprescription.com)**