

TORONTO EAST EDITION

Profiles of
SUCCESS
in Business

*A Soul
with
a Heart*



A Soul with a Heart



Vincent Sinnadurai has earned the respect of his community and others in Canada. He has won the hearts and minds of many, particularly Tamil Canadians, as a man of great human compassion. His commitment to help Tamils, in Canada and in his Home in Sri Lanka, is only matched by his thirst for excellence in his undertakings.

What propels him to the pinnacle of honour?

Vincent is a practical man. He totally understands that his success in life rests on the well-being of the

members of his community.

Owning a house is the highest dream of every Canadian. Affording a home is the single most ambition of any individual. Those individuals of his community who dream of owning a house are his life-wire. Vincent is committed to making certain that those individuals who are looking for a mortgage don't have to look past him or beyond him.

Vincent Sinnadurai, a Senior Account Manager (Residential Mortgages) at Royal Bank of Canada, operates from his modest office

in Scarborough, at Unit 3, 2250 Midland Avenue. He himself is modest. He is so modest that his office belies any testimony to his affluence.

There are galaxies of mortgage specialists. But, Vincent is head and shoulders above the rest.

Vincent's boss Khushroo Mistry, Regional Sales Manger (RBC) would tell you that Vince is the best of the crop. Vincent's strength is his competitive spirit. "He hates being beaten!" observes Khushroo.

Vincent's attitude and temperament is well suited for his field. He is friendly, approachable, and amenable. You are looking at long hours of work; - often well into the late evenings and weekends. Yet, he fulfils his social obligations with no loss of integrity to his commitment to serve his clients, at their call.

He works tirelessly and patiently to satisfy the dreams of home buyers. Vincent makes sure that his clients end up with a home within their means, - a home that has the best value, at the best rate, in the housing market that is quite competitive. No wonder home buyers flock to him. Royal Bank is the better for it.

Vincent attributes his commitment to superior service as his insurance for his march to prosperity.

Any motivational speaker would tell you that it is passion that fuels one's rise to stardom. Vincent lives and breathes passion.

Jessie - Vincent's mother - says that Vincent always wanted to be a Banker. From the tender age of nine, - remember, he was still in Sri Lanka then -, Vincent had made up his mind to be a Banker. And today, he is.

Vincent doesn't do anything different from what you or others do. But, he does it differently; he does it better. He makes a difference. It is his burning desire to be the best in his field of choice that has taken him to the top.

Vincent set foot in Canada with no pretensions whatsoever. His goals and ambitions were the same as that



of every new immigrant, - to build a better life for himself and for his family.

Vincent remembers his early days, well.

Jessie, a single mother from Sri Lanka, faced with uncertain and unkind political clouds gathering in the country, moved from tumultuous Colombo to tranquil Jaffna, to ensure that young Vince received uninterrupted and quality education, the richness of which only Tamils know best!

The tribulations of Vincent as a child gave him the opportunity to grasp the harsh realities of life early. He learnt it quick. He learnt it well. He recognized that there is no fulfillment in life unless you reach for the top.

Vincent knows how to overcome barriers and drawbacks. His small build could not stop him from

excelling in sports, at school. You have to lead the pack for you to win the race! He took it as his mantra. Today, he is one of the best mortgage specialist Royal Bank knows of.

Vincent is quick to acknowledge that Julie Snell (Senior Manager, Special Projects, at Royal Bank) was the first to identify his talents in Banking. She encouraged him to 'reach for the stars!' Julie made sure that Vincent was recognized for his services with a Cruise, an award at Royal bank, for excellence. Nowadays, Cruises just keep coming!

Thambipillai Puvananathan, a past President of The Tamil Eelam Society Of Canada, a not-for-profit organization assisting new immigrants to settle down and integrate into the Canadian mainstream, will tell you of the many prolific contributions of Vincent to The Society. His financial assistance month after month helps to keep the services of The Society flowing.

Thambipillai says that the Tamil community constantly looks up to Vincent for assistance. He adds that Vincent does not know how to say 'no' to people approaching him for help. Whether it is Sports, Cultural activities, School fundraising or any other charitable cause, those who seek his help are never turned away.

Vincent's charity stands him in good stead. It offers him a network of potential clients. You may want to ask, if that's how he reaps the returns of his benevolence? No. It is the other way around. The donation, to charitable organizations, is Vincent's way of sharing his fortunes with others.

Vincent looks at success in a different light. Success is not what others bring for you; it is what you create for yourself. Like charity, success too begins at home!

Vincent considers his family and friends as valuable assets of

inspiration.

Baheerathy, Vincent's wife, is an elegant example of a woman behind a man's success. Ahilan Mylvaganam, his longstanding friend, from his schooldays in Jaffna, and another Senior account Manager at Royal Bank, is a pillar of support and encouragement in Vincent's quest for excellence. A happy and united family also adds to success, Vincent says.

What my mother taught me is exactly what my wife and I are teaching our kids, - sons, Suban (14) and Harrish (13). They receive the highest attention, particularly from their mother Baheerathy who has given up her own career in banking, just to be a full time mother to them.

Vincent's children are learning the very same skills, - working hard and playing hard. In addition to their academic pursuits and Music, they

are encouraged to learn the hard knocks of life, through Sports.

Vincent who played the game of Cricket in Sri Lanka muses, "It's a pity that not many in Canada show interest in Cricket". Cricket, for Vincent, is still synonymous with fair play, sportsmanship and determination. It takes courage and concentration to protect your stumps in the broiling sun, when the wickets keep tumbling at the other end.

No wonder, Vincent lends support to Soccer and Cricket clubs in Canada.

Your wife, your children, and your friends can encourage you and support you. But, at the end it is you who have to work for your own success.

What is the secret behind Vincent's success?

Vincent answers that for you with his trade-mark smile.

"Stay focused. Climb one rung at a time. The top of the ladder will be waiting for you!"



Vincent Sinnadurai
RBC Royal Bank

Tel: (416) 438-1688

Cell: (416) 917-9462

Fax: (416) 438-1612

vincent.sinnadurai@rbc.com