

Media Kit

Vincenzo

GUZZO

aka MrSunshine 



Meet Vincenzo Guzzo

Vincenzo Guzzo is a masterful entrepreneur with a diverse portfolio of businesses including multi-theatre chain Cinémas Guzzo (the largest chain of independent movie theatres in Québec with ten locations province wide), a streaming platform in development, restaurants, a construction company, an e-commerce gourmet food platform, and MrSunshine, his personal fashion brand. His role as a Dragon on CBC's wildly popular Dragons' Den gives Mr. Guzzo a platform to share personal insights and provide entrepreneurial guidance globally.

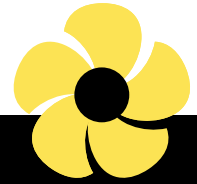
“My advice to entrepreneurs is to be authentic in anything you pursue. Fully commit to a new idea, however the new venture needs to speak to you otherwise you will not have the necessary passion to ensure it succeeds.”

Bio

As the son of Italian immigrants, Mr. Guzzo looked forward to joining the family business from a young age. He worked in his father's cinema as a young boy and busied tables as a teen, constantly searching for ways to hone his skills and improve his knowledge of the business world.

Mr. Guzzo acquired a bachelor's degree in economics from Western University in 1991, which he then followed up with a law degree from Université du Québec à Montréal. Following the completion of his schooling, Cinémas Guzzo squared off against and defeated industry leaders over film purchasing rights, the ownership of which would ultimately prove essential in expanding the family's theatre empire.

The fashion-forward entrepreneur eventually engineered the expansion of Cinémas Guzzo to include ten current locations across Québec, dominating the provincial market share and making Guzzo a household name in Eastern Canada. Not one to rest on his laurels, he's also developed one of the most successful independent contracting companies in Québec, Le Groupe Guzzo Construction, a series of fine dining restaurants, an e-commerce gourmet food platform, a streaming platform in development, and MrSunshine, his personal brand.



In 2007, he and his wife, Maria, established the Guzzo Foundation to centralize their philanthropic endeavours, through which they have raised millions of dollars to support medical research aimed at the prevention of cancer and the support of mental health initiatives.

Having planted his flag in the theatre business, Mr. Guzzo is front and centre as a Dragon on CBC's Dragons' Den, breathing metaphorical fire at nervous entrepreneurs while striking deals with others that come prepared and offer pitches that make sense in relation to the rest of his business portfolio. With the newfound exposure that comes with Dragons' Den, Mr. Guzzo looks forward to the continued development of his business empire, identifying key speaking opportunities and sharing his personal story with media outlets countrywide.

Mr Sunshine
CORPORATION


Cinemas
GUZZO


Cinemas
GUZZO
IMAX


Cinemas
GUZZO
Streaming


Cinemas
GUZZO
Les Films


Mega-Plex
GUZZO


Mega-Plex
GUZZO
IMAX

GUZZO
Hospitalité

GUZZO
Medical

G R O U P E
GUZZO
CONSTRUCTION


GUZZO
NANO RESEARCH

Mr Sunshine
VINCENZO GUZZO
Popcorn

Little
Ms Sunshine
ROSSELLA GUZZO
Popcorn

Giulietta
Pizzeria Napoletana
par **GUZZO**
Hospitalité

Giulietta
AT HOME

Rossella's
Tie-dye Shop

 *Ruddy Lady* CO.


notte
in bianco

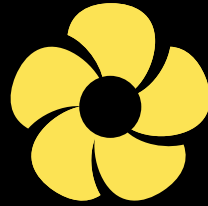
LOVE
FOOD TO GO


DIOPROMO


GOOD
PANTRY™
MAKING
HOMEMADE EASY


FlipNpik

Social Media



@lordguzzo

1.1M Followers



@Guzzo_Vincenzo

26.8K Followers



/vincenzo.guzzo.353

/mrsunshinevg1

10.7K Followers



Vincenzo Guzzo

28.6K Followers



MrSunshine.com

#ListenToMe #MrSunshine

#CBCDragonsDen #LifeWithTheGuzzos



In The News

Total coverage
854

Total reach
+290M

Total est. impressions
+808M

2019

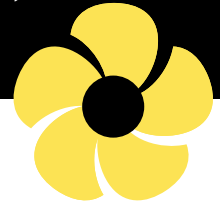
Coverage: 94
Reach: 1,843,900
Impressions: 52,986,200

2020

Coverage: 278
Reach: 122,033,378
Impressions: 254,786,334

2021

Coverage: 482
Reach: 166,941,742
Impressions: 500,832,469



TV/Video
68 appearances



Radio/Podcasts
112 interviews



Digital/Print
682 articles

2019

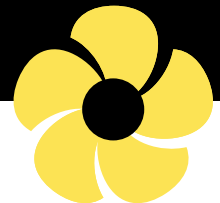
TV/Video: 6
Radio/Podcasts: 9
Digital/Print: 136

2020

TV/Video: 14
Radio/Podcasts: 30
Digital/Print: 232

2021

TV/Video: 48
Radio/Podcasts: 73
Digital/Print: 314



Awards

2021

Italian Contemporary Film
Festival Award of Excellence

Speirs Medal from
Selwyn House School

2019

Person of the Year
Canadian Italian Business
and Professional
Association (CIBPA)

2018

Ranked 80th position on
L'Actualité "100 most
influential people in
Québec" list

2015

Order of Merit of the
Italian Republic

ICRF Israel Cancer Research
Fund Honorary Fellowship

2014

Canadian Pictures
Pioneers' Silver
Spotlight Award

2012

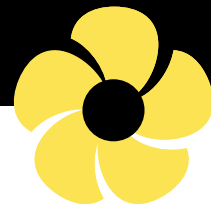
Queen Elizabeth II
Diamond Jubilee Medal

2002

Globe and Mail's Top
Forty under Forty

2000

Order of Malta

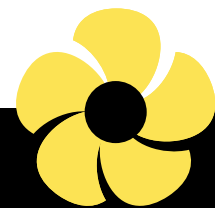


The Future

As he prepares to mobilize his business interests countrywide, Mr. Guzzo looks forward to employing the same work ethic, determination and integrity that has made Cinémas Guzzos such a success story. The future is full of potential, with the expansion of his namesake brand, MrSunshine to include snacks and sweets, the continued growth of his other business interests to corner markets throughout the country and the introduction of a new streaming platform.



“Lead by example. If you are motivated, hard-working, and open to new ideas, the people who work with you will be too. Create an environment where ambition and creativity are rewarded, and mediocrity is not tolerated. Push people to be the best they can be.”



**PRESS
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