

New general manager sees plenty of potential in *The News*

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Bill Anderson has a proven management philosophy: hire good people, give them the tools they need to succeed and let them get to work.

It's a style that's served him well in his more than 20 years in the newspaper business.



Bill Anderson

Anderson brings his wealth of experience to *The Mississauga News* and *Brampton Guardian*, starting in his new role as general manager of the two community newspapers at the beginning of April.

Prior to that, he spent more than two decades as general manager of the *Caledon Enterprise* while adding the *Erin Advocate* and *Orangeville Banner* to the roster of papers he oversaw.

Coming to Peel, Anderson sees a great deal of potential at *The News* and *The Guardian*. They're two of the biggest papers in the Metroland

Media Group chain and Anderson is eager to get to work and help grow the brand and the business.

"This is a growing area and I certainly see plenty of opportunities for our business to develop," said Anderson, 51.

Tapping into Peel's diverse market is a priority and Anderson said he wants to continue to build the South Asian Focus, which operates out of Brampton. He also has plans to develop more magazines and products while growing the papers' online presence as well.

Anderson, his wife, Sarah, and three children — Jack, Sam and Nicole — live in Erin, but he's very familiar with the Peel area. He grew up in Etobicoke and lived in Mississauga for a number of years before moving to Guelph when he landed a job as a sales representative at the *Guelph Mercury*.

He says coming from a paper with a smaller circulation to a larger paper like *The News* that has a distribution hitting hundreds of thousands of homes a week will be a challenge. But it's one he's definitely prepared for, saying he's "eager" to work at the

chain's "flagship" papers.

And don't be surprised if you see Anderson around town. He attended the seventh annual Celebrity Chef Challenge in support of Victim Services of Peel, which was held last week, and is looking forward to getting out into the community more

as he acclimatizes to his new position.

Coming from smaller publications has been a benefit, said Anderson. He took an active approach in his previous job and got involved in pretty much all aspects of running the paper and now brings that

knowledge to his new role.

"I'm not coming just as a general manager," said Anderson. "I've been hands-on in the production, in sales, in a number of different areas. I've touched almost every part of the business."

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