

BY ALEX CORREA
PHOTOGRAPHS BY DANIEL EHRENWORTH

matinee idol

Cineplex CEO Ellis Jacob
has helped shape the Canadian
theatre industry with
an unrelenting focus on
the entertainment experience



Ellis Jacob personally greeted Keanu Reeves at the Scotiabank Theatre in Toronto for the March movie premiere of *John Wick: Chapter 4*. A week later, he was at the same location but took a moment out of his tightly packed schedule to reconnect and reminisce with Victor Valle, the general manager of a nearby Cineplex theatre. Valle can trace their relationship back to 2005, during his first year as general manager at the Yorkdale SilverCity theatre in Toronto, where Jacob would bring his mother, Tryphosa, who shared his passion for film, nearly every Saturday afternoon. →