

EXECUTIVE WOMEN

Top 100 Most Powerful Women in Canada: Telus Future Leaders Award



FINANCIAL POST STAFF | Dec 4, 2012 1:37 PM ET | Last Updated: Dec 4, 2012 1:39 PM ET
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Emilie Cushman, president, Students in Free Enterprise — SIFE Windsor

As president of Students in Free Enterprise Windsor, Emilie Cushman has led her team of more than 100 students to three regional victories. She has been a driving force in a number of Windsor, Ont.-based projects, including a microfinance venture program for high-school students, a business consulting program for Canadian newcomers on social assistance and a social enterprise clinic for refugees providing legal, medical and social-work services. A recent graduate of the University of Windsor's Odette School of Business, Cushman has been nationally recognized as an entrepreneur and leader, notably being named the HSBC Woman Leader of Tomorrow for Canada. Cushman and a partner are now running the start-up they co-founded, Kira Talent, which won best overall venture at the 2012 Demo Day from the Next 36 Entrepreneurial Institute.



Lauren Friese, founder, TalentEgg Inc.

As the founder of TalentEgg.ca, an online career resource for students and recent graduates, Lauren Friese's goal is to create a better way for students to transition to work from school. She started the Toronto-based company in 2008, after earning an MA at the London School of Economics. Since then, she has helped hundreds of employers — including IBM and Loblaw — in recruiting top Gen Y talent. For job seekers, her site features a host of resources, including about 1,000 articles on everything from how to write a resumé to how to ask for a reference. In 2011, Friese was recognized as one of the Top 30 Entrepreneurs Under 30 in Canada by Profit Magazine. She holds a degree in economics from Queen's University.



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Kanika Gupta, founder and chief catalyst, SoJo

Kanika Gupta was inspired to start SoJo, a social enterprise technology company, after more than a decade of building and growing other social ventures. The company builds e-learning tools that guide individuals who want to put their ideas for social change into action. Prior to founding SoJo, Gupta worked for the United Nations Development Programme, Canadian International Development Agency, Canadian House of Commons and grassroots organizations in West Africa and India. In 2007, she founded

Nukoko, a non-profit organization that sends more than 600 girls to school in West Africa every year. Kanika is actively engaged as a youth advisor with the Canadian Commission for UNESCO and the Canadian Digital Media Network.



Bailey Vaez, founder and president, Proactive Movement Inc.

At the age of 24, with no industry knowledge or financial backing, Bailey Vaez left a promising corporate career to launch Proactive Movement, an organization dedicated to corporate health and wellness. Five years later, she has a client list that includes companies such as GCI Group, Novartis Consumer Health and Camilion Solutions. Using best practices from the World Health Organization and World Economic Forum as guidelines, she collaborates with organizations to provide employee health programs. A recognized leader in the industry, she has spoken at the Conference Board of Canada, Human Resource Professional Association, University of Toronto and Centennial College. Vaez has a degree in industrial engineering from the University of Toronto and spent her time before founding Proactive in the banking industry.

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