

## Presenter Profile

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**Jennifer Laidlaw**  
**Founder**  
**Cre8**

Jennifer Laidlaw works with CEOs and their organizations to unlock clarity, momentum, and performance in complex, high-pressure environments. Her career spans corporate, public, and non-profit leadership, with deep experience driving innovation and systemic change across sectors.

Across these roles, she has worked at the intersection of leadership, culture, and strategy — helping organizations move beyond good intentions to build environments where people and performance thrive together.

Today, she brings this experience as the founder of Cre8, a leadership advisory powered by *The Revolution* — a global movement advancing an inner-game approach to leadership that strengthens clarity, presence, and decision-making at the highest levels.

In parallel, Jennifer serves as Country Head of the 30% Club Canada, where she mobilizes CEOs, investors, and boards to embed inclusion into the fabric of business through bold partnerships and investor-led action. She is recognized for engaging men as partners and advancing executive women and future-ready leadership at scale.