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**2025 PEAK Award Honouree**

**Elly Seddon - Rising Star**

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Elly Seddon is a partner in BLG's Financial Services Group with over a decade of experience specializing in corporate finance and commercial lending, including innovation and technology finance, leveraged finance, and asset-based lending. She advises financial institutions, private lenders, and corporate borrowers on domestic and cross-border loan transactions.

Beyond her legal work, Elly is the co-founder and CEO of Bulletproof Cosmetics, a purpose-driven cosmetics company, and co-founder and director of Bulletproof Foundation, a nonprofit providing support to women in abusive situations.

Elly is also a mentor at BLG and holds leadership positions in several professional associations, including BLG's Driven by Women Initiative, where she advocates for women in business. In 2023, she was named one of Business in Vancouver's Top Forty Under 40 and has been recognized by Lexpert (Finance and M&A) and The Best Lawyers in Canada (Banking and Finance Law).

Please join us in celebrating Elly's achievements. Congratulations, Elly!