



HEATHER ODENDAAL, CO-FOUNDER & CEO at WNORTH

Heather Odendaal is an accomplished entrepreneur, brand builder and event producer whose decades of experience in corporate environments inspired her to create WNORTH, a global organization of women who support each other's rise to corporate leadership.

While working for a Fortune 500 company, Heather noticed there were few women in senior executive positions. Fuelled to initiate change in 2014 she started the WNORTH Conference for women in business seeking 'C-suite' positions.

Six years later, WNORTH strives to identify and overcome systemic barriers that prevent more women from reaching high-level positions. Driving the organization's worldwide reach is The Members' Club, WNORTH's exclusive global network that connects ambitious and driven leaders through their online platform and virtual events.

Heather has long been an advocate for women supporting each other, and has achieved numerous accolades for creating a community of on-the-rise leaders. She is recognized as one of Canada's most influential event professionals by BizBash and has been honoured in publications like Elle Canada, Huffington Post, Chatelaine and The Globe and Mail. She is a Co-Chair for the Nicola

Goddard Fund at True Patriot Love Foundation, an organization supporting female veterans, and was recently appointed to the Board of the Whistler Chamber of Commerce. When Heather isn't bridging the corporate gender gap, she spends her time at home in Whistler, Canada with her husband – WNORTH's co-founder – and their two children.

