



Charlene SanJenko

Builder of Strong Women Who Lead & Partners Who Invest in Them

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Publisher. Producer. PowHERtalker.

MEDIA2MOBILIZE

Charlene SanJenko is the Founder and CEO of PowHERhouse Women's Leadership Accelerator Inc. ("**PowHERhouse**"), a national mobilizer of women who lead in Canada. PowHERhouse is deeply committed to significantly increasing the number of Canadian women in key leadership positions by 2025.

A Builder of Strong Women Who Lead, Charlene is a Publisher, Producer + PowHERtalker – a revolutionary leader who is *READY TO RISE!*

She is a proud Canadian woman of Indigenous descent. A social impact entrepreneur, tireless women's advocate, speaker, community leader, community economic development enthusiast and former two-term Councillor for the Town of Gibsons in BC.

Charlene started her company in 2000 after leaving a corporate career in business development, marketing and communications. Since then, she has thrown her energy and expertise behind projects, partnerships and opportunities that build strong women and strong communities: personal training, events, networking, an awards recognition program, business coaching, business development for non-profits, tourism, community economic development, various publications and municipal politics and most recently, the exploration and utilization of media as a women's leadership accelerator vehicle.

Her business completed a rebranding thanks to an in-depth mentoring program with the Forum of Women Entrepreneurs. [PowHERhouse](#) officially launched in October 2013. Over the past five years, Charlene has completed both the SFU Community Economic Development Certificate program and Minerva's Women Leading the Way program, and received her Indian status in 2018.

Unique Strengths & Skills

1 decade of experience in corporate management

business development, marketing & communications in accounting, law & financial services

+

7 years in local government leadership

strategic planning & implementation, policy-making, public engagement & communication

+

19 years of entrepreneurship

Natural activator of people, dedicated to the integration of lifestyle + leadership, passionately committed to social impact, utilizing media for its highest purpose

Project Management and Leadership Experience

PowHERhouse Women's Leadership Accelerator Inc. (October 2013 – to present)

CSJ Women's Excellence (2000 to 2013)

Councillor, Town of Gibsons (two-term, November 2011 to October 2018)

Publisher, Producer + PowHERtalkers, Social Impact Entrepreneur

Editor-in-Chief, PowHERhouse Lifestyle + Leadership digital media for women, national events producer, author, facilitator, community activator + action taker, tireless women's advocate, networker, promoter and presenter.

Achievements

- Development & facilitation of the [SPEAK! Canada](#) leader development blending learning program – both online and in partnership with Canadian universities
- [PowHERtalks](#) National Speaker Series
- [PowHER TV pilot series](#) – 13 episodes
- Author: Freeway to Fat Loss
- Writer: Online content: [PowHERhouse.charlenesanjenko.com](#)
- YWCA Women of Distinction 2014 nominee
- Town Councillor, Town of Gibsons, BC – two terms; seven-year commitment to local government leadership
- Past Director: Self-Employed Women's Network
- Past Director: Sunshine Coast Tourism
- Past Director: Best Coast Initiatives, Community Economic Development on the Sunshine Coast
- Developed and marketed a successful online lifestyle + leadership program

- Owner of [VIBE](#) Personal Vibrancy Lifestyle Management in Gibsons Landing focused on lifestyle management and self-care programs
- Accomplished personal fitness trainer, lifestyle management & performance coach since 1999 – CanFitPro certified
- Competitive athlete 1995 - 2012
- Operated an active wellness centre on the Sunshine Coast (2004-2009)
- Produced, promoted and hosted numerous community events on wellness, empowerment, personal growth & development, professional networking, community building, community economic development.
- Launched the *Exceptional Women's Network* on the Sunshine Coast
- Mentored numerous female entrepreneurs and small business owners
- Built an active network of 3,000+ women

Tofino Air (June 2009 to August 2011)

www.tofinoair.ca

VP Marketing & Business Operations - contract

As the VP of Marketing & Business Operations, responsible for transforming the business of a locally owned and operated flight service provider to a West Coast travel experience expert.

Achievements

- Research, implementation and launch of online reservation system, including a high degree of change management
- Coordinating and promotion around opening two new bases for the airline – Vancouver Harbour and Nanaimo Harbour
- Hiring staff
- Catalyst for new sales & marketing internal boutique, *Distinctly West Coast* (distinctlywestcoast.com)
- Improved relationships with potential service partners through communication and relationship-building
- Elevated brand identity through improved website and collateral materials
- Increased awareness within the community through captivating campaigns, media relations, sponsorships and corporate social responsibility initiatives

Burnaby Family Life (Feb 2009 to April 2010)

www.burnabyfamilylife.org

Business Development Consultant

As a Business Development Consultant, responsible for revenue development, event management, corporate sponsorship and individual donor development, marketing and communications, and organizational readiness for social enterprise. Matching the business caliber of an incredible non-profit multi-service agency to their superior service delivery.

Achievements

- Improved relationships with corporate sponsors and individual donors through effective communication and event management
- Elevated brand identity through improved website and collateral materials
- Increased awareness within the community through innovative and tangible projects, events and initiatives

Services
Business Development
Website Design
Copywriting
Event Management
Fundraising
Presentations
Research

Sidestix Ventures Inc. (January – March 2010)

www.sidestix.com

Business Development Consultant

Responsible for project management, coaching and hands-on support of marketing, promotion, and media relations around the launch of Sidestix, including development of collateral materials, website upgrades, pr, media relations and social media campaign.

Lee Ashley, Intuitive Coach

www.leeashley.com

Business Development Consultant

Responsible for project management, coaching and hands-on support to elevate the brand of Lee Ashley, including collateral materials, website, event management, and online communications.

CSJ Active Wellness Community (2004 to 2009)

www.csj4achange.com

Founder and Creator

Created and managed the daily operations of a start-up social enterprise utilizing active wellness to promote community building and development. Over the past five years CSJ Active Wellness, an incubator for wellness practitioners and their businesses, has evolved and operates currently as a shared workspace of those practitioners.

Attributes
Entrepreneurial
Leaderly
Multi-tasker
Detail-oriented
Resourceful
Positive
Tenacious
Team Leader

Achievements

- Brought a dream to fruition through detailed business planning, securing financing and solid project management
- Grew business clientele from start-up to 400+ over five years within a small population base
- Supported numerous entrepreneurs by mentoring in marketing, promotion, business development and networking to assist in start-up within CSJ.

Team Leadership Experience

Goepel McDermid (1995 to 2000)

now raymondjames.ca

National Marketing Manager

In her role as National Marketing Manager, Charlene led a team of three assistants as well as marketing contacts in each location across Canada, providing event-planning, development of marketing and sales materials and extensive services and support to 18 office locations and close to 300 Investment Advisors.

Achievements

- Successfully guided the organization through a merger and led re-branding, marketing, training and communication responsibilities
- Produced, marketed and managed annual sales campaigns and motivated Investment Advisors to challenge themselves and become successful
- Editor of quarterly company newsletter, *The Diversified Investor*
- Completed Canadian Securities Course and worked as a busy investment broker's assistant before moving into middle management

Attributes
Effective Leader
Skilled Trainer
Strong Communicator
Natural Activator
Calm under pressure

Town Councillor, Town of Gibsons – two terms (2011-2018)

gibsons.ca

- Council Liason Gibsons Public Market
- Council Liason Gibsons Harbour Authority
- Official Community Plan Update Steering Committee Member

Program Development Experience

Tennis Canada (September 2018 to present)

Tenniscanada.com

Gender Equity Strategy – Readiness Phase

Conducting an initial preparatory phase to ensure the best possible, most relevant fit of a Gender Equity Strategy is developed and delivered.

SPEAK! Canada (January 2017 to present)

Powherhouse.com/speak-canada

Program Developer + Facilitator

SPEAK! Canada is a national leader development program to provide professional women with a proven process and platform, encouraging them to speak clearly, concisely and confidently to move forward as leaders with impact.

Achievements

- Securing partnerships with key Canadian universities, starting with the University of Saskatchewan, Edwards Executive Learning
- Successful delivering of program online in partnership with the Intentional Success learning lab
- Unique differentiation of this blended learning program as it provides executive learners with not only the learning but also actual stage-time experience in our celebration presentation finale events

Talents
Securing collaborative partnerships
Program Design & Facilitation
Event Management
Promotion
Networking
Social Media
Team Leadership

Women of the World (January 2009 – March 2010)

www.burnabyfamilylife.org/wow.htm

Program Coordinator

As program coordinator, responsible for the organization, promotion and development of this six-month women's mentoring program.

Achievements

- Securing partnerships with key agencies and businesses to assist with the delivery of this program
- Designing, implementing and reviewing the application process for potential mentors and mentees and determining the most suitable matches
- Event organization and promotion of four community events for women focused on professional development, networking, women's leadership, celebrating diversity and community inclusion

Talents
Securing collaborative partnerships
Process Design & Implementation
Event Management
Grant Writing
Networking
Social Media
Team Leadership

- Reporting to an advisory steering committee

Daycare Garden Project (March 2009 – March 2010)

www.burnabyfamilylife.org

Project Coordinator

As project coordinator, responsible for funding development, sponsorships, project management and promotion of this innovative project.

Achievements

- Secured full funding
- Secured a growing list of sponsors and donors
- Developed concise, attractive communications campaign
- Researched possibility of creating a prototype or template to share with other daycares within BC, Canada and North America.

Strengths <hr/> Effective Communicator Relationship-Builder Multi-Tasker Passionate Networker Team Player
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Sunshine Coast Charity Golf Tournament (2009), Co-Chair and Event Coordinator

As the Co-Chair and Event Coordinator for this inaugural initiative, Charlene led a team of volunteers through every aspect of the event-planning process: organization, promotion, sponsorships, logistics, registration and follow-up.

The 19th Hole (May 2009 – October 2009)

Event Coordinator, \$40,000 Fundraiser

As event coordinator, taking a vision that has been in the making for two years and launching it into fruition at The 19th Hole fundraiser October 29th.

Training + Talent Development

Charlene has an acute ability to recognize talent and potential then create transformational experiences with opportunities for development, refinement and expansion.

Women Leading the Way, Leadership Program with the Minerva Foundation

Charlene recently completed this year-long innovative and prestigious program for female leaders.

SFU Community Economic Development Program

Charlene recently completed this community economic development program with a keen interest to explore how building stronger women *physically* and *emotionally* in a community in fact builds a stronger community – economically, socially, and culturally.

Media Training

Charlene has spent time with both [AHA Creative Strategies](#) and Lifepath Communications to receive media training.

Power of Paint

A group exhibit and destination art show featured eleven of the Sunshine Coast's premier artists.

Social Enterprise Meet-UPS

Working with Enterprising Non-Profits to bring three exciting social enterprise events to life in the Fall 2010.

INFUSION (October 2013 – November 2014)

A series of Coast-wide, cross-organizational, multi-sector events with the purpose of increasing unification and raising energy on the Sunshine Coast!

Celebration of Excellence for Sunshine Coast Volunteers

The evolution of the *Awards of Excellence for Sunshine Coast Women* (2008), the Sunshine Coast's First Coast-Wide Gala to honour volunteers, a bi-annual event.

2009 Social Enterprise Forum (May 2009)

A half-day community leadership conference uniting non-profits, private and public sectors. Sponsored by Enterprising Non Profits. Featured 'speed-dating' small group booth visits, a panel discussion, networking opportunities, and presentations on Social Enterprise, Social Impact, Social Media and Social Responsibility.

Becoming SHE (February 2009)

A one-day women's leadership extravaganza featuring four global leaders: Hazel Henderson, Riane Eisler, Nancy Rivard and Nancy Roof via Skype.

Creating Synergy, Celebrating History (December 2008)

A one-day community leadership conference for non-profits and their volunteers.

Fostering Networks + Building Communities

Charlene is a natural networker and connector, engaging supporters with ease as she presents people with inspiring opportunities for growth and change. She has initiated the following:

[WOMEN BUILT2SCALE Accelerator Series](#)

[PowHERlunches](#): Leader Development + High-Calibre Networking

[PowHERtalks](#): National Speaker Series

[500 Days in the Wild: Women's Mixer and Fundraiser in support of local author and filmmaker, Dianne Whelan](#)

[PowHERhouse PowHERful Living Explored 2014: #leadersonthemats](#)

PowHERhouse Stepping Into Greatness in 2014: Lifestyle & Leadership Networking Mixer – January 23rd, 2014

PowHERhouse Sunshine Coast Lifestyle & Leadership Networking Mixer – October 17th, 2013

PowHERhouse Vancouver Launch Party – October 3rd, 2013

PowHERhouse Creative Leadership Brunch, Art Show & Author's Reading – August 18th, 2013

Summer Celebration & Blanket Party (Sept 2008 /June 2007)

A charity event for women: inspirational speakers, music, great food and socializing.

The Awards of Excellence for Sunshine Coast Women (now The Awards of Excellence for Sunshine Coast Volunteers) (January 2008 - present)

A bi-annual recognition program celebrating women and their contributions to our community.

Exceptional Women's Network (October 2007 to present, now PowHERhouse Sunshine Coast)

A unique and inspiring support, mentoring and networking vehicle for entrepreneurs, business owners, professionals, and mothers.