



Charlene SanJenko

**INDIGENOUS STORYTELLER | MEDIA VISIONARY
IMPACT PRODUCER | ARTIST OF IMPACT**

Former national marketing manager of a private investment services firm, two-term politician, and competitive athlete + performance coach, Charlene is a two-time Indigenous Founder, media visionary, and artist of impact dedicated to unlocking human potential to live, lead, and heal with regenerative media to mobilize impact.

As a natural-born leader and community economic development enthusiastic, Charlene is a bridge between two cultures in our country. From the Splatsin tribe, the most southern tribe of the Shuswap Nation in British Columbia, Charlene now resides on the beautiful Sunshine Coast, the traditional territory of the Squamish (skwxwú7mesh) First Nations.

Charlene sees the End Game, walking through an expansion plan, and synthesizing the efforts necessary to enjoy the greatest leverage, clarity, traction, and fulfillment for both individual leaders and the collective whole. She then creates and leverages a ripple of impact by amplifying it through the narrative-shifting, trajectory-lifting power of media.

Impact Media Portfolio at-a-glance

- Indigenous Impact Producer, Hammond Castle, feature film by [Naomi McDougall Jones](#)
- Indigenous Impact Producer, [Remaining Native](#), documentary by Paige Bethmann
- [Indigenous Impact Producer, 500 Days in the Wild](#), documentary by Dianne Whelan
- [NIKA & The FireDancer](#), feature film script under development
- [How Healing Happens](#), engagement video, podcast series, & digital toolkit (2021)
- [Feed the Fire](#), Solo Show, virtual public reading 2020; anticipated launch 2022/2023
- [SHE for HER impact media platform](#), beta 2020, launching 2021/2022
- FireCircle 2021, Virtual Global Leadership Intensive, April 2021
- [FireCircle 2020](#), Virtual Global Leadership Intensive, April 30 & May 1, 2020
- [GATHER FOR HER](#), integrated impact media conversation series and podcast
- Development & delivery of capacity-building blended [learning programs](#)
- Content creation & publication of [PowHERhouse digital magazine](#)
- [PowHER TV pilot series](#), 13 episodes, PowHER TV 2.0 in 2021
- [PowHERtalks](#) National Speaker Series, over 200 women on-stage
- Two decades experience producing and promoting [live leadership events](#)

[Charlene's PowHERhouse AMPLIFY Profile](#)

facebook.com/Powherhouse

[Instagram.com/powherhouse](https://instagram.com/powherhouse)

twitter.com/sanjenko

[Linkedin Profile](#)

Charlene SanJenko | Founder, Executive Producer, reGEN media

reGEN media

reGEN is a regenerative media agency, specializes in relational investments and reciprocal brand partnerships for impact media finance.

We believe that impact media will follow in the footsteps of impact investing in this decade. Our goal is to harness the exponential influence of media, our generation's most powerful trajectory-shifting vehicle, to shift the narrative to lift humanity by matching progressive impact investors and purpose-driven brands with creators and filmmakers who are championing identity-elevating media to reconnect us to our Spirit.

Founder, Lead Impact Officer, PowHERhouse.com

PowHERhouse Impact Media Group | October 2013 – to present

PowHERhouse Impact Media Group is a culmination of two decades of Charlene's work as a media visionary, alongside her creative team. It represents a vision for a global model of interconnected community development that practices a humanity-centric *take good care* lens to explore and expand human potential, collective solution-finding, positive systemic change, Indigenous wisdom, and seven-generation thinking for sustainable social impact.

As the Lead Impact Officer of PowHERhouse, Charlene has developed and grown a self-sustaining social impact organization by replicating the ecosystem of a successful brokerage house to build a collaborative local + global collective of brave leaders, innovators, and change makers.

Charlene leads a dedicated creative team, utilizing the vehicle of media to create impact. Impact Producer of multiple digital communication streams, Charlene is a tireless catalyst, advocate, role-model, and exemplifies what is possible through powerful [partnerships](#).

[Hilti Canada](#) | [2018 Women Built2Scale Accelerator](#)
[Indigenous Innovation Initiative](#)

[CUPS Calgary](#)

[New Westminster & District Labour Council](#)

[Pacific Immigrant Resources Society](#)

[SaskPower](#) | **September 2019 to Covid**, *Power Up Our People* – multi-year mobilization initiative

[Dentons Canada](#) | 2019, [Board PowHER](#)

[Canadian Pharmacists Association](#), 2018, women in pharmacy mobilization plan
[Tennis Canada](#) | 2018, gender equity strategy – readiness phase

[Deloitte Canada](#) | [SPEAK! Canada regional partner](#)

[University of Saskatchewan](#) | [SPEAK! Canada university partner](#)

[University of Regina](#) | [leadership accelerator partner](#)

Charlene SanJenko | Collaborative Leadership Experience | Role-Model, Mobilizer & Community Leader

[CSJ Women's Excellence](#) | 2000 to 2013

[Councillor, Town of Gibsons](#) | two-terms, November 2011 to October 2018

Charlene completed both the SFU Community Economic Development Certificate program and the Minerva's *Women Leading the Way* program. She is a past finalist for the YWCA Women of Distinction Awards program (2014) and received her Indian status in 2018. • Board Director Experience: Gibsons Public Market Board of Governors (2021), Self-Employed

Women's Network, Sunshine Coast Tourism, and Best Coast Initiatives, Community Economic Development on the Sunshine Coast

- Owner of [VIBE](#) Personal Vibrancy Lifestyle Management in Gibsons Landing focused on lifestyle management and self-care programs to explore hands-on what women need to feel stronger and braver in their lives.
- 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

Goepel McDermid (1995 to 2000) | National Marketing Manager, now raymondjames.ca

In her role as National Marketing Manager, Charlene escalated to leadership in five short years after being hired as a senior executive's executive assistant.

During her tenure at this privately held national investment firm, Charlene learned the inner workings and successful framework of a national brokerage house, a country-wide eco system of support that allowed independent advisors to flourish. **She later went on to replicate this model in PowHERhouse.**

Charlene was identified by a visiting renowned human performance psychologist as a 'natural born leader'. Being seen and recognized as a leader had a deep and lasting impact on Charlene and was the impetus for the creation of PowHERhouse as an impact media vehicle.

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 rebranding, 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 licensed investment assistant before moving into middle management
- Organized and ran a super-successful annual charity golf tournament alongside a planning committee