

REIMAGINEZ

# Press Kit 2023

AS SEEN IN

FORTUNE GRITDAILY



TNW VentureBeat

FEATURED ENGAGEMENTS



TEDx markit

LVMH



NYU



## Empowering a New Era of Brilliant Business Cultures Making High Achievers the Leaders of Tomorrow's World

Reimaginez is an award-winning company specializing in successfully designing, redesigning, and scaling company culture. We help founders, and top executives keep, attract, and lead High Achievers while living as High Achievers themselves. Areas we cover include One-on-One Founder and Executive Coaching, Cultural Design and Cultural Transformation Programs, Cultural Integrations for M&As, and Keynote Speaking.

Over the last 20 years, the Reimaginez team has served 1,000+ Founders and C-suite clients, and impacted 30,000+ cultures.

*“Therese and her team will empower your leadership team to identify and nurture high potential employees and develop them into high achievers, inspire creativity amongst the teams to achieve extraordinary goals, and create scalable support systems based on behavioral science. They have been a great asset to our company, and I've recommended them to several other executives who have also gone on to have very positive continued engagements with them.*

– Sridhar Iyengar, Founder and CEO at Elemental Machines

Get in touch with our Founder and CEO Therese Gedda directly

[therese@reimaginez.com](mailto:therese@reimaginez.com)

+46-702-78-88-87

REIMAGINEZ

# Our Philosophy

## Did you know?\*

- Culturally-driven companies have 18% more revenue per employee than the average.
- The cost of one bad hire alone can exceed \$25,000.
- Lack of leadership capability costs U.S. corporations up to \$550 billion annually.
- Millennials will be 75% of the global workforce by 2025.
- Only 20% of employees globally are engaged in their work.

## High achieving companies are characterized by their strong and empowering culture

If you are not actively investing in your culture you are at risk for ending up with a mediocre culture or, even worse, a toxic one. By intentionally designing a thriving people and purpose-centric culture you can successfully scale your company and become a star in your field.

## Your company culture is the foundation of your company behavior

Culture is a way to drive behavior. It is a way to align people with shared values to support each other in overcoming challenges and achieving ambitious goals in an efficient and meaningful way. It impacts everything from productivity, engagement, and customer loyalty, to the speed of innovation, retention of talent, growth, and, of course, profitability.

*\*References source: Gallup Statistics; Intl Coach Federation; SHRM – Globoforce Survey; BBC News Report; Personnel Management Association; Career Builder Survey, PWC Workforce of the Future; Governance Studies at Brookings*

## Imagine...

Imagine your company where everyone is thriving and performing as their best selves, contributing to your vision, and moving beyond your dreams. This looks like:

Showing up to your weekly management meeting where everyone on your team is buzzing with the excitement of all the achievements made during the week.

Being in awe of all the magic and initiatives your teams continually bring to life. Experiencing seamless collaboration between your commercial and engineering teams during cocreation sessions with your dream persona tribes.

Leading inspiring board meetings where you present strong financial and cultural impact results month after month. Celebrating with your sales teams the closing of the biggest deals in the history of your company.

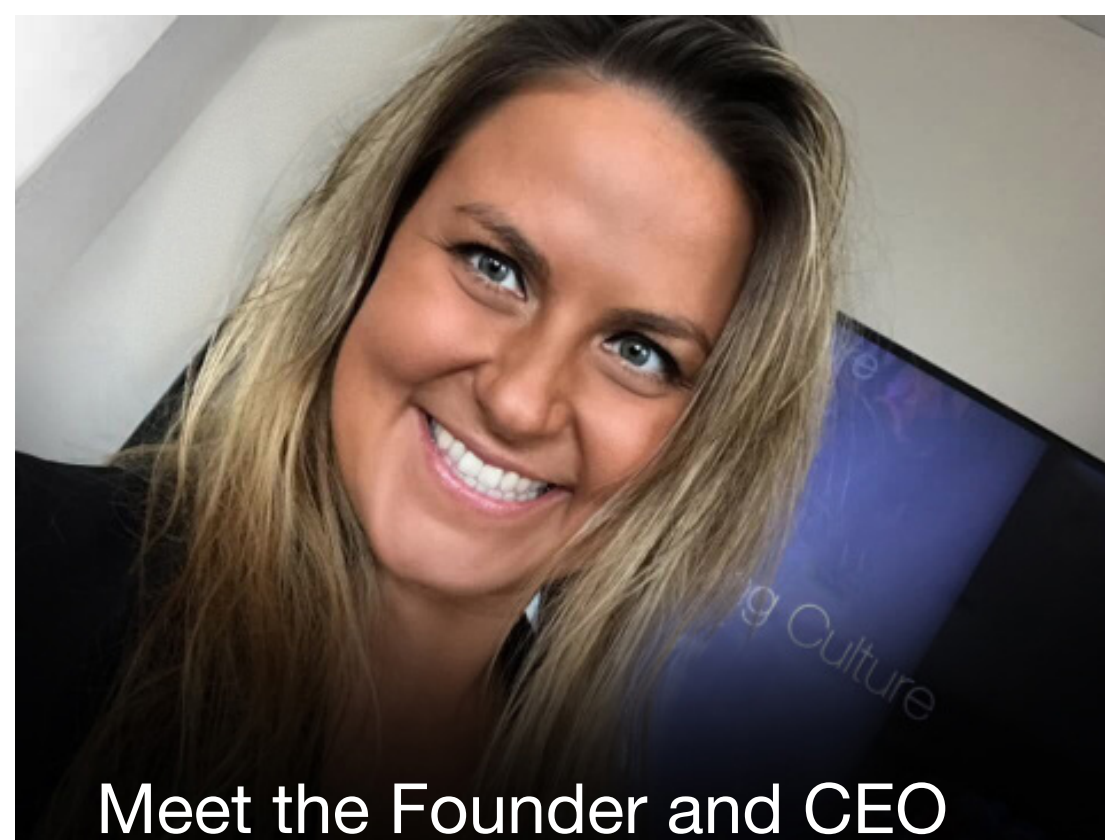
Feeling a daily sense of accomplishment, and smiling at the realization that everyone is united in achieving your ambitious goals.

## How do you get there?

With a thriving culture as an ever-increasing competitive advantage, the questions you need to consider include:

- What is the true state of your culture?
- What can you do today to ensure you are well-positioned to attract and keep the best talent?
- How will you utilize the power of cultural and behavioral design to stay ahead of your competition in the days, weeks, and months ahead?

Ready to get started? We are here to help.



## Meet the Founder and CEO of Reimaginez

Therese Gedda is an **award-winning entrepreneur** and the Founder and CEO of Reimaginez. She brings **20+ years of entrepreneurial experience** from running multiple companies including tech startups to her executive coaching and cultural consulting practice. She has developed **proprietary frameworks** proven to deliver transformative change in both fast-growing companies and large corporations. Therese has actively engaged with **over 1,000 founders, CEOs** and executives. Her company, Reimaginez, reimagines the workplace by supporting startups and scaleups in becoming more people and purpose-centric. She is also a **sought-after Executive Coach for high achieving founders**, investors, and the C-suite.

Therese has been an invited **Keynote Speaker** in over ten countries on topics such as Company Culture, the Future of Work, and the High Achiever Mindset where she has inspired more than **30,000** people. Therese has been featured at exclusive invitation-only events led by companies such as **Apple** and **LVMH** as well as international conferences such as Inbound in Boston alongside Michelle Obama, Adam Grant, and Brené Brown. Other notable conferences include Viva Tech in Paris, TEDx in Stockholm, and Web Summit in Dublin. Offstage, Therese has been featured in **NBC News**, **Fortune**, and **VentureBeat**, to name a few.

As a result of her dedication to entrepreneurship and company culture, Therese has been recognized by **Nordic 100** for her cultural and Future of Work efforts, naming her **one of the most influential and impactful people in the Nordics**. The list is equivalent to the 'Forbes 30 under 30' and 'Forbes 40 under 40' in the United States. She's also been recognized by the SKAPA foundation via the **Future Innovator Award given in memory of Alfred Nobel**. This award is one of the most prestigious of its kind, and the recipients are considered to be "Swedish Champions of Innovation".

*"I have had the pleasure and privilege of working with Therese on building a people and purpose-centric culture and highly recommend her to anyone who is serious about elevating their performance and improving the quality of their life. She helped me see and understand myself, and has given me the tools for how to take my professional and personal life to another level.*

– James Benedict, Co-Founder & Vice Chairman at Bedowin360 Capital and Co-Founder & Co-CEO at Left Tackle Capital



As Seen In



FORTUNE

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GRITDAILY

maize.

HRD  
HUMAN RESOURCES DIRECTOR

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Shortcut

VECKANS.  
AFTABER

SYMPOSIUM  
STOCKHOLM

THRIVE  
GLOBAL

SvD NÄRINGS-  
LIV

FOUNDER  
INSTITUTE

Nasdaq

*As the co-founder of a company that, for years, completely ignored the importance of building teams that share the same values and are culturally aligned, my perspective completely changed after working with Therese during the merger and acquisition (M&A) process for selling a division of my company. Therese assisted my team and me during the delicate transition from the seller to the buyer. Data show that 70-90% of M&As fail because key people leave, teams don't get along, or demotivation sets in to the company being acquired. M&As are designed to benefit shareholders and not employees; corporations don't understand the importance of investing in cultural integration before and after the merger and acquisition. Therese and Reimaginez have developed a thorough and effective program for ensuring successful cultural integrations. One year after the merger, my team and I are extremely happy with the transition and can confirm we are in a much better environment than before. This would not have been possible without Therese's guidance. Reimaginez's mission and work has a strong, undeniable, and beneficial impact on American businesses. The work enables one of the cores of the American economy, startups, to grow, prosper and add value to humanity.*

– Salvatore Savo, Co-founder of TetraScience and CTO of Elemental Machines

## There is a Renowned Expert on Company Culture and the Future of Work

Here are some topics she can discuss in depth

Why Company Culture is the Catalyst for  
Profitability

How to Increase Employee Engagement and  
Sense of Belonging through the People and  
Purpose-Centric Model

Why an Unplanned Culture is a Liability

How to Unleash Your Top Talent's Potential with  
a Thriving Culture

Leveraging Human Side of the Future of Work  
to Stay Competitive — and Why it's Crucial for  
Your Company

# Highlighted Awards



## Recognized by the SKAPA foundation via the 'Future Innovator Award' given in memory of Alfred Nobel

The SKAPA Foundation was established in 1985 in memory of Alfred Nobel. It is Sweden's largest and most prestigious innovation prize. The foundation is moderated by the Swedish Inventors Association and the Stockholm International Fair in cooperation with VINNOVA, Almi, the Swedish Foundation Agne Johansson's Memorial Fund, and PRV.

### THE NORDIC 100

## Therese Gedda was named by the Nordic 100 as one of the most influential and impactful entrepreneurs from the Nordics

"Honored to be on the list as one of the most influential people in the Nordic Startup Scene. The startup community in the region is thriving and I'm proud to have contributed to it."



## Second Place in the Swedish Final for TEDx Made in Europe

Therese had the honor to take the stage in the Swedish final for TEDx Made in Europe in front of hundreds of executives and entrepreneurs at The Growth Day/Stora Tillväxtdagen in Stockholm. The event was organized by the Swedish Agency for Economic and Regional Growth.

# Our Services

## Presenting High Performance Cultural, Leadership, and Performance Programs

1. Looking for a Master Teacher/ Founder Therapist /Yoda in your corner? Explore the High Performance executive coaching programs for impact-driven and High Achieving Founders and CEO.
2. Aligning, Designing, and Scaling a High Performance Culture: Align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and building a high-performing culture.
3. Engaging and Growing with High Achievers: Develop and lead your High Achievers, boost their performance, champion your future talents, and allow them to thrive through the leadership philosophies of tomorrow while attracting, recruiting, and onboarding High Achievers.

**1,000+**

Founders & C-Level  
Clients Served

**2,500+**

Keynotes and  
Talks Delivered

**30K+**

Company Cultures  
Impacted

## 3x Equity Stake

Client: First-time Founder and CEO of a Series-B biotech company in the US.

Challenge: During the company's series-B funding round, the CEO was at risk of being diluted further and only left with 3 percent of his business.

Result: The first step was to identify key issues that included board and investor relations, corporate positioning, and competing priorities. Therése helped the CEO develop sophisticated negotiation strategies and tactics to strengthen him personally and professionally against a combated board. Together, their work resulted in a closed funding round with a 9.5 percent equity stake, and the CEO earned renewed confidence from the board and company.

*“Therese is a fantastic entrepreneurial speaker and CEO advisor who shakes the sky. With almost two decades of experience, she has an excellent understanding of how to design and scale a thriving company culture and how to peak performance as a leader and high achiever.*

*I've had the pleasure of seeing her on stage several times, delivering a keynote speech at an exclusive conference in Stockholm, as part of a thought-provoking panel at an international book launch, and a workshop to coach and motivate the business elite of the American Chamber of Commerce in Sweden.*

*Therese is incredibly articulate, insightful, and inspiring. On every occasion, the audience left on cloud nine, empowered to challenge the status quo and make a big impact in their businesses, careers, and lives.*

– Amanda Evans, CEO at IMR

## Designing His Best Life After a Successful Company Exit

Client: Founder and former CEO of a successful series-B Life Science company.

Challenge: Reconnecting with self-sovereignty after complete immersion in his company for over a decade.

Results: After over a decade of complete focus on launching and scaling his company, he realized that he hadn't made time for himself or self-discovery. After successfully exiting his company, he faced the challenges and complexity of the open road ahead with too many options and requests. Instead of jumping right back into the startup world, Therese and the Founder worked on his deep self-discovery and personal alignment as well as the pursuit of his legacy. This journey led him to a place where he is in the best shape of his life, has a deep sense of self, and acts with intention and meaning in every part of his life.



# Saving a 9.7 million USD ARR Subsidiary from Collapsing

Client: Founder and CEO of a fast-growing SaaS company in Europe, with 145 million USD in annual revenue and a significant presence in 38 countries.

Challenge: One of their subsidiaries was about to crash with 9.7 million USD in annual revenue.

Result: Therese and the CEO analyzed the situation to uncover the root cause. Together they developed in-depth strategies and advanced techniques to launch a cultural transformation and make the necessary personnel changes. This solution followed the realignment of business operations, which strengthened the commitment of high achievers, ultimately saving the business.

# 10x Average Deal Sizes

Client: Serial Founder and CEO of a Series-A health-tech company in the US.

Challenge: Scaling up yearly revenue and closing large commercial partnerships to secure market share.

Result: The underlying challenge was a disconnect between the goals, strategies, and priorities within the company, especially between the engineering and commercial teams. Steps taken included aligning the company around a united vision and strengthening their culture, followed by a targeted commercial strategy focused on clear dream personas and value propositions. These initiatives resulted in increasing the average deal size by more than ten times. Therese and the CEO's continued collaboration also led to commercial partnerships with three out of the four largest players in their industry, significantly positioning the shareholders for a profitable exit.

*“Therese is an extraordinary Founder/Executive Coach, and working with her continues to have a significant impact on my career and life. I was originally introduced to Therese by a fellow founder when I was evaluating which direction to develop my career, and how to be happy and successful in my professional and personal life – while being well-aligned with my values and long-term goals.*

*Therese combines the experience from working with many other founders and being a founder herself with an incredible ability to connect and identify the underlying aspects to work on and to draw strength and energy from. With her help, I got more clarity on aspects and areas that I'd like to be important in my life, on my strengths, and my values. Additionally, she taught me techniques, and we adjusted them to my individual needs to take the next steps with more energy, clarity, and ultimately more success.*

*Therese is exceptional at custom-tailoring her frameworks and individual advice to create an immediate as well as long-lasting impact. I couldn't be happier about working with her and have recommended her to many founders and other High Potential and High Achiever friends and colleagues.*

**– Jan Schnorr, Co-Founder of C2Sense**

***High Achievers thrive  
alongside fellow High Achievers,  
and they attract each other***

Future  
of Work



Access our Media Assets, including our fully downloadable  
Gallery and Brand Assets in high resolution at

[bit.ly/ReimaginezMediaKit](https://bit.ly/ReimaginezMediaKit)

*Reimagine the workplace by  
bridging the gap between what  
science knows and what  
business does*

Get in touch with our Founder and CEO Therese Gedda directly

[therese@reimaginez.com](mailto:therese@reimaginez.com)

+46-702-78-88-87

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