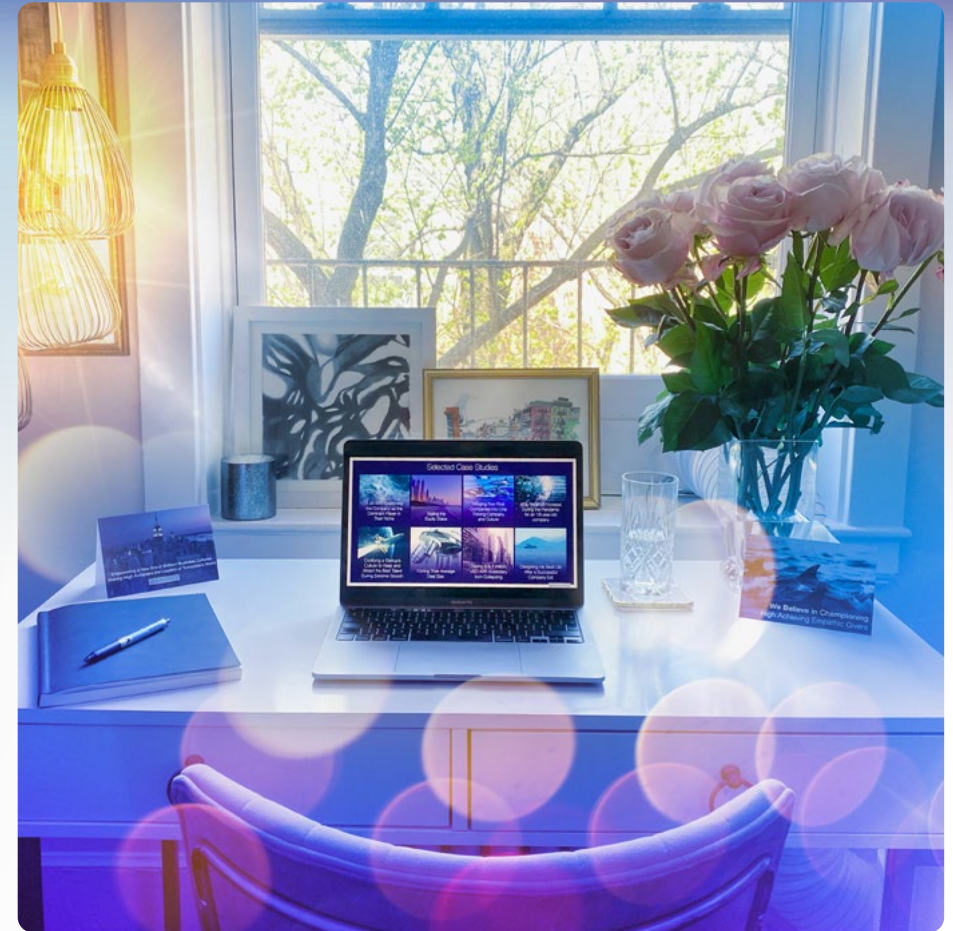


# Empowering a New Era of Brilliant Business Cultures Making High Achievers the Leaders of Tomorrow's World

## Press Kit 2024

Reimaginez™ is an award-winning company specializing in successfully designing and scaling high performance, thriving company cultures. With 20 years of experience, serving 1,000+ Founders & C-suite clients and impacting over 30,000 company cultures, the Reimaginez team helps founders, CEOs, and leaders keep, attract, and lead High Achievers while living as High Achievers themselves.

The Reimaginez Team amplifies such goals and this kind of impact via One-on-One High Performance Programs with Founder and Executive Coaching, Keynote Speaking, Performance, Cultural and Leadership Programs, Cultural Transformations, Cultural M&A Integrations, and CEO Advisor.



Get in touch with our Founder and CEO Therese Gedda directly [therese@reimaginez.com](mailto:therese@reimaginez.com) +1-929-361-7338

AS SEEN IN

FORTUNE

Nasdaq



TNW

VentureBeat

CBS

FEATURED ENGAGEMENTS



ELEMENTAL  
MACHINES

TEDx

markit

LVMH

web  
summit

GEL4MED

LEFT  
TACKLE  
CAPITAL

# High Performing Culture By Design

Transformative Programs and Initiatives From Aligning to Merging High Performance Thriving Company Cultures

## Align Culture

### Cultural Alignment is Your Secret Advantage

Tap into each team member's brilliance, build forward momentum through a sense of achievement as a team, achieve peak performance, and design your environment in alignment with empowering values and goals to help your team thrive.

## Design Culture

### Culture By Design

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.

## Engage High Achievers

### The High Achieving Culture

Develop and lead your High Achievers, boost their performance, champion your future talents, and allow them to thrive through the leadership philosophies of tomorrow.

## Grow with High Achievers

### Growing and Magnifying Your Dream Teams

Creating a Thriving Future with Culture-Based Recruitment. Attract, recruit, and onboard High Achievers, boost their performance, keep toxicity away from your company, and help your people thrive via the leadership philosophies of tomorrow.

## Scale Culture

### Culture as Your Silver Bullet – Your Chapter of Hyper-Growth

From Cultural Legacy to Market Transformation and Beyond. Align people around your vision, effectively champion your High Achievers, remove toxicity, and amplify impact by designing and scaling a high performing culture.

## Merge Culture (M&As)

### Amplifying Performance and Value Through Culturally Aligned Mergers

Aligning everyone around your vision before, during, and after the merger allows you to champion all of your current and incoming High Achievers more effectively, remove toxicity before it becomes entrenched, and design the acceleration of a post-merger impact through an empowered, energized, and high performing culture.

**1,000+**

Founders &  
C-Level  
Client Served

**2,500+**

Keynotes  
and Talks  
Delivered

**30,000+**

Company  
Cultures  
Impacted

# Looking for a Yoda / Master Teacher / Founder Therapist in your corner?

High Performance Executive Coaching Programs for Impact-Driven and High Achieving Founders and CEOs

Have you ever wished to have Yoda by your side, helping you choose between the million paths ahead? Have you ever wanted a co-founder to magically appear to help you make the hard decisions that keep you up all night? Have you ever wanted someone to do for you what you do for everyone else? Someone who sees your potential and has your back?

These are just some of the ways Therese has been described by her founder and C-level clients on the journey they have taken together, as she made sure they received the support they needed. Therese has been empowering High Achieving individuals for over 20 years through her transformative change programs where everything is done with a purpose.

Each journey starts with a first step based on your dreams and goals. So the question is, whom do you wish was on your side, as you make your way through your own hero's journey?



**Executive Coaching  
can Increase  
Work Performance  
by 70%**

*“Therese is an extraordinary Founder/ Executive Coach, and working with her continues to have a significant impact on my career and life. 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

*“...this is why I am so thankful that Therese and Reimaginez have built novel frameworks filled with space for empathy and understanding that allow her to be an uncommonly effective founder and culture therapist. Her keen eye for maximizing strengths and minimizing growing pains for founders and companies is, from my experience, unique in its approach and effect, and I would recommend to anyone running a company that understanding Therese's perspective will be of inestimable value.*

**Alex Nichols**

Co-Founder at florrent

# Introducing The High Achieving Founder – The Thriving Founder Program

## Executive Coaching Programs Designed for Achievement

The High Achieving Founder – The Thriving Founder Program program is holistic, experiential, and practical. It is designed to maximize your immediate impact and value over time by creating and scaling the structures and conditions necessary to thrive sustainably as positively disruptive founders, leaders, and CEOs.

## Designing and Scaling High Performance Culture

Learn how to align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and scaling a high-performing culture.

## CEOship of High Growth Company

Learn how to excel in the role of the Founder, navigate the wilderness, and build a strong ecosystem.

## High Impact Leadership and Team Building

Learn how to elevate your company by understanding how to effectively recruit, develop and lead High Achievers, boost their performance, and help them thrive through the leadership philosophies of tomorrow.

## High Achieving Mindset, Performance and Lifestyle Design

Learn how to tap into your brilliance, build forward momentum through a sense of achievement, peak performance, and design an environment in alignment with your values and goals to help you thrive while achieving the seemingly impossible. Explore the power of value-based lifestyle design and experience greater fulfillment, direction, and achievement.



*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

## As Seen In



## Highlighted Awards



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

THE NORDIC 100

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

TEDx

Placed Second in the Swedish Final for TEDx Made in Europe

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

Here are some topics she can discuss in depth

- Why an Unplanned Culture is a Liability
- The CEO Centric Approach – Into the Mind of Leaders
- Why Company Culture is the Catalyst for Profitability
- How to Unleash Your Top Talent's Potential with a Thriving Culture
- Leveraging Human Side of the Future of Work to Stay Competitive
- How a Mediocre Culture is Buring out Your Most Committed and Talented Employees
- How to Stand Out During the Job Search
- Culture Reimagined – How Courage, Innovation and a Thriving Culture Keeps You in the Lead

# Highlighted Case Studies and Success Stories

3x Annual Recurring Revenue (ARR),  
positioning the company as  
the dominant player in their niche

45% Revenue Increase During the Pandemic  
for an 18-year-old company

10x Average Deal Sizes

Merging Two Rival Companies  
Into One Thriving Company and Culture

Turning a Brilliant Scientist  
with a Successful Corporate Career  
into a Thriving Startup CEO

Learn more at [Reimaginez.com/proven-impact](https://Reimaginez.com/proven-impact)

*“Therese’s work extends beyond measurable results, though these are undeniably impressive with a significant return on investment. Her work is about fostering a vibrant and sustainable organizational culture that enhances performance, promotes engagement, and drives innovation.*

*Most importantly, it’s so clear how deeply passionate and driven she is by her mission to bring about positive change while maximizing our potential – that energy is infectious.*

*Working with Therese and the Reimaginez team represents a powerful investment in the future of any organization. For any leader looking to make significant, positive, and lasting changes to their culture, Therese and her team at Reimaginez offer an outstanding partnership.”*

**Robert Sur**

Co-Founder & CEO at Delegate

*“By bringing their unique perspective on how to design and scale cultures to enable companies to grow sustainably, this program has had a lasting impact on our productivity and performance and has greatly improved collaboration and communication across the company. Over the years they have developed proprietary techniques and frameworks to model company culture, workplace engagement, leadership development, and recruitment (to name a few) to enable these skills to become teachable and actionable.*

*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

A professional headshot of Therese Gedda, a woman with long, light brown hair, smiling warmly. She is wearing a dark blue blazer over a dark top and a delicate necklace. The background is a soft, out-of-focus blue.

# Meet the Founder and CEO

Therese Gedda is the Founder and CEO of **Reimaginez**.

Therese is an **award-winning entrepreneur** and a champion of building thriving people and purpose-centric cultures. Her vision is to transform companies' cultures from toxic or mediocre to thriving, brilliant ones.

Therese brings **20+ years of entrepreneurial experience** from running multiple companies including tech startups to Reimaginez. She has developed proprietary frameworks proven to deliver **transformative change** in both fast-growing companies and large organizations.

Therese has worked directly with over **1,000 founders, CEOs, and C-level** executives over the years, and she is often referred to as “Yoda,” “Master Teacher,” and “Founder Therapist” by founders and CEOs. She has also been named by the Nordic 100 as **one of the most influential and impactful entrepreneurs** from the Nordics and received the **Future Innovator Award** given in memory of **Alfred Nobel**.

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 tens of thousands of people.

She 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 where she appeared alongside Michelle Obama, Adam Grant, and Brené Brown. Other notable conferences include Viva Tech in Paris, Renaissance Weekend in New York, Davos Decompression in St Moritz, TEDx in Stockholm, and Web Summit in Dublin.

Offstage, Therese has been featured in **NBC News, CBS, Fortune, and VentureBeat**, to name a few. Today Therese is based in New York City, working on amplifying Reimaginez's impact on **championing high achieving leaders** committed to thriving high performance company cultures.



Access our Media Assets, including our fully downloadable Gallery and Brand Assets in high resolution at [bit.ly/ReimaginezMediaKit](https://bit.ly/ReimaginezMediaKit)





Reimagining 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)                      +1-929-361-7338**

**REIMAGINEZ**