

Award-winning Entrepreneur
Keynote Speaker

Therese Gedda

20+

Years

10+

Countries

30k+

Impacted Cultures

REIMAGINEZ

Selected Speaking Engagements

As Seen In



LVMH

Startup
GRIND

web
summit

TEDx

NYU



FORTUNE

Nasdaq

VentureBeat

CBS

TNW

Proven Impact Over 20 Years

TEDx



web summit

Startup GRIND

LVMH



NYU

Volcano Innovation Summit 2023

WEALINS[®]
WEALTH INSURER
FOYER GROUP

ELEMENTAL MACHINES

ea european american chamber of commerce new york

DAVOS DECOMPRESSION

UMASS LOWELL GLOBAL ENTREPRENEURSHIP EXCHANGE (GE2)

ARCTIC15



4YFN | Connecting Startups

HR Vision

AMCHAM
AMERICAN CHAMBER OF COMMERCE IN SWEDEN

Open Innovation Summit London 2017

STARTUP SESAME

MOBILE SUNDAY

HR WEST 2018

Stockholm Chamber of Commerce

VIVA TECHNOLOGY
STARTUP CONNECT / PARIS 2016

innernet

MANHATTAN CHAMBER OF COMMERCE

PERCEPTIVE AUTOMATA



STOCKHOLM SCHOOL OF ENTREPRENEURSHIP

TNW

KINNERNET VENICE

VISTAGE

INTERNET DISCOVERY DAY

UPPSTART

leaders summit

EdTech Sweden

INBOUND

GREAT SPACE

M2D2



BERGHS SCHOOL OF COMMUNICATION

venture cup



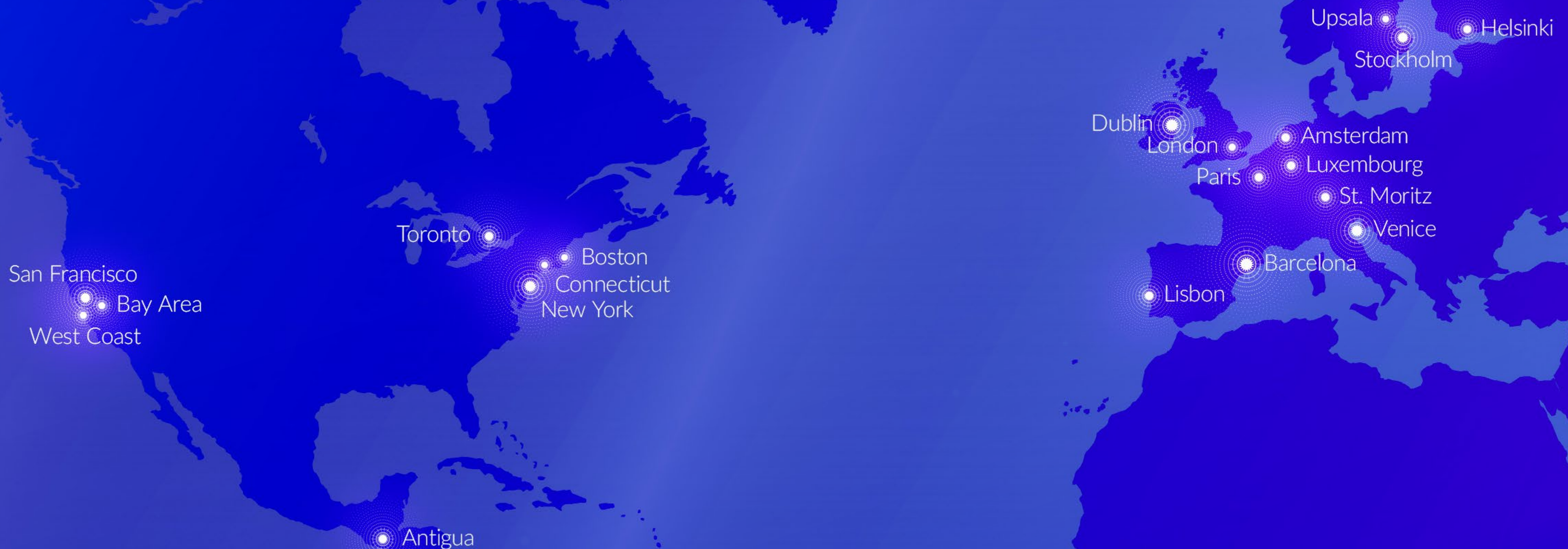
SSE BUSINESS LAB



SKAPA
Innovationspris till minne av upplinnaren Alfred Nobel

Recognized Around the World

Therese has inspired, motivated and empowered people all over the world



Watch Therese's Showreel



Watch on Youtube

Highlighted Awards and Acknowledgements



SKAPA

Innovationspris till minne
av uppfinnaren Alfred Nobel

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

Named by the Nordic 100 as one of the most influential and impactful entrepreneurs from the Nordics

The Nordic 100 is an annual list recognizing the 100 most impactful and influential figures in the Nordic tech scene each year. Individuals at the forefront of shaping and positioning the region as one of the world's most important innovation hubs. The Nordic 100 recognizes investors, entrepreneurs and community builders that are playing important roles in the region and are influencing what tomorrow looks like in the Nordics, and indeed the world.



Recognized by the US government as one of the top 1% culture and entrepreneurship experts in the world

Qualified for O-1 Visa for Individuals with Extraordinary Ability and Achievement in the field of Culture and Entrepreneurship in Business. Level of expertise recognized as "one of the small percentage who have arisen to the very top of the field."

Explore Therese's Most Requested and Popular Talks

These keynotes can be delivered in person, virtually, or as an interactive workshop

THE FUTURE OF WORK AND COMPANY CULTURE

The Exceptional Impact of a Brilliant Culture

Curating High Performance Company Cultures
Where High Achievers Thrive

SIGNATURE TALK

Culture as Your Silver Bullet

Designing and Scaling High Performing Company
Cultures as a Founder and Leader

The High Achiever Culture

Strategically Leading, Investing in, and
Championing Your High Achievers

Growing and Magnifying Your Dream Teams

Creating a Thriving Future with Culture-Based
Recruitment

Brilliance Reimagined

The CEO-Centric Approach

HIGH ACHIEVER AND MINDSET

Lifestyle Design in Action

Living a life with Purpose,
Achievement, Fulfillment, Impact,
and Contribution

MAPPED Brilliance

Achieve Greatness and Amplify
Impact with the High Achiever
Mindset

Reimagining The Human Potential

Imagining a World of Light

FOUNDERS AND ENTREPRENEURSHIP

The Unconventional Path

A Trailblazer's Path
to Brilliance



“ 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

1,000+
Founders & C-Level
Clients Served

2,500+
Keynotes and
Talks Delivered

30,000+
Company Cultures
Impacted



Highly Customized Delivery for Outstanding Impact

All talks and workshops are customized and centered on the client's vision, goals, and context to ensure a lasting impact.

Science meets Vision

Therese's talks are founded on a unique combination of scientific research, working hands-on with companies globally, and a visionary mindset. She is a world-renowned thought leader on the Future of Work and Company Culture. Therese and her team support companies in North America and Europe by reimagining their workplaces through proprietary futuristic models and frameworks. Her insights go beyond industries, roles, and career stages.

A Multi-Talented Speaker

Therese has the unique ability to deliver keynote speeches from 15 to 60 minutes and workshops for up to 8 hours at a time. Having worked with transformative change for 20+ years, another talent of hers is one-on-one executive coaching sessions.

From 5 to 5,000 people

Leading with a giving mindset, Therese is able to build strong connections with audiences of all sizes. Regardless if it's five executives in the boardroom, 100 thought-leaders at an invitation-only event or 5,000 professionals at a large conference or a virtual event, Therese is able to engage and inspire all.

Putting the Audience at the Center

Therese is focused on maximizing the impact of well-designed cultures and the well-being and performance of high achievers. Therese prioritizes being available for speaker dinners, meeting and interacting with audience members personally, and recording a short video before the event to promote it internally and/or externally.

Leading with Charisma and Warmth

Therese has founded her companies around the purpose of empowering individuals to reach their full potential. She brings the same determination to every audience she meets while sharing science-based findings, compelling stories, and breakthrough insights from her vast experience.

“Therese Gedda is **one of those rare few who can create magic in any room she steps into**. Immediately engaging, accessible, and sincere she captivates the attention of her audience and doesn't let go until they have all experienced the catharsis that comes from **experiencing an "aha!" moment that moves you to your core**.

With a focus on the Future of Work and workplace culture, she imbues her TED-level talking style and content with **over twenty years of hard-won lessons and experience** that only someone who has mastered their craft can effectively share onwards for the benefit of others. And she does!

Therese is **highly driven, exceptionally smart, and talented at navigating the nuances of people and culture**; which are just as important to any growing organization as is the tech stack they build on. If your company or organization is lucky enough to be able to work with her, or has the opportunity for her to come to speak at your event, don't miss out!

Your people, and your company's financial and cultural growth will thank you!"

James York

Director of US Business & Innovation
of Enterprise Estonia



The Exceptional Impact of a Brilliant Culture

Curating High Performance Company Cultures Where High Achievers Thrive

 **THE FUTURE OF WORK
AND COMPANY CULTURE**

SIGNATURE TALK

High Achievers outperform the average worker **by 14% in productivity, 18% in sales, and 23% in profitability**, according to research. However, research shows that 8 out of 10 employees worldwide are not engaged in their work, leaving only 2 of 10 involved in and enthusiastic about what they do. This is a wake-up call for founders and leaders as culture impacts everything from productivity, engagement, and customer loyalty to the speed of innovation, retention of talent, growth, and, of course, profitability. It's time to reimagine the workplace, starting with a culture where people thrive.

Combining 20 years of experience as a founder, Future of Work Expert, and CEO of Reimaginez, **Therese Gedda has impacted over 30,000 company cultures** and worked with 1,000+ founders, CEOs, and investors worldwide. She has extensive experience and a deep understanding of human-centric leadership; she guides audiences toward embracing a visionary approach that fosters growth and innovation.

Through **Therese's** work in helping companies to thrive, she **has developed** actionable and scalable **frameworks and methods** for championing High Achievers.

Two of these frameworks include The **High Achieving Culture Model™** and the **Futuristic Leadership Framework™**, which are focused on building and scaling people and purpose-centric cultures successfully.

While technology is often the focus within the Future of Work today, championing a purpose-first mindset is the key to promoting a lasting and transformative change in the workplace. The time has come for modern companies to **leave old and ineffective methods** like factory-based micro-management behind and embrace a more visionary approach – An approach that is based on a people and purpose-centric philosophy that understands the needs and wants of the High Achievers of today and the High Potentials of tomorrow.

Through this keynote, you will **learn strategies for effectively championing your best people, removing toxicity, and amplifying your impact** by designing and scaling thriving high performance companies and cultures.

Culture as Your Silver Bullet

Designing and Scaling High Performing Company Cultures as a Founder and Leader

THE FUTURE OF WORK AND COMPANY CULTURE

Culturally-driven companies have **18% more revenue** per employee than the average. And having a thriving culture is a choice — one that can be made intentionally. As the saying goes, **“culture eats strategy for breakfast,”** so how do you keep your people and culture on track while doubling or tripling your company every 12 months?

Combining 20 years of experience as an award-winning founder, CEO of Reimaginez, and Cultural Expert, **Therese Gedda has** developed actionable and scalable frameworks and methods to successfully build and scale people and purpose-centric cultures. Some frameworks include the High Achieving Culture Model™ and the Futuristic Leadership Framework™, supporting companies to thrive by empowering their High Achievers. She has **impacted 30,000+ cultures and worked with 1,000+ founders**, CEOs, and investors, who often refer to her as “Master Teacher,” “Founder Therapist,” and “Yoda.”

Why focus on culture while you are growing so quickly and already have a million things on your plate? Because **culture is your silver bullet** – the

glue that holds everything together. 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 talent retention, speed of innovation, growth, and, of course, profitability.

The fact is that if you are not actively investing in your culture, you are at risk of 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 even during hyper-growth.

In this keynote, you will 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. Through her wisdom, Therese will unveil the magic behind tapping into what a brilliant culture can amplify ensuring your company not only survives but thrives amid rapid expansion and beyond.



The High Achiever Culture

Strategically Leading, Investing in, and Championing Your High Achievers



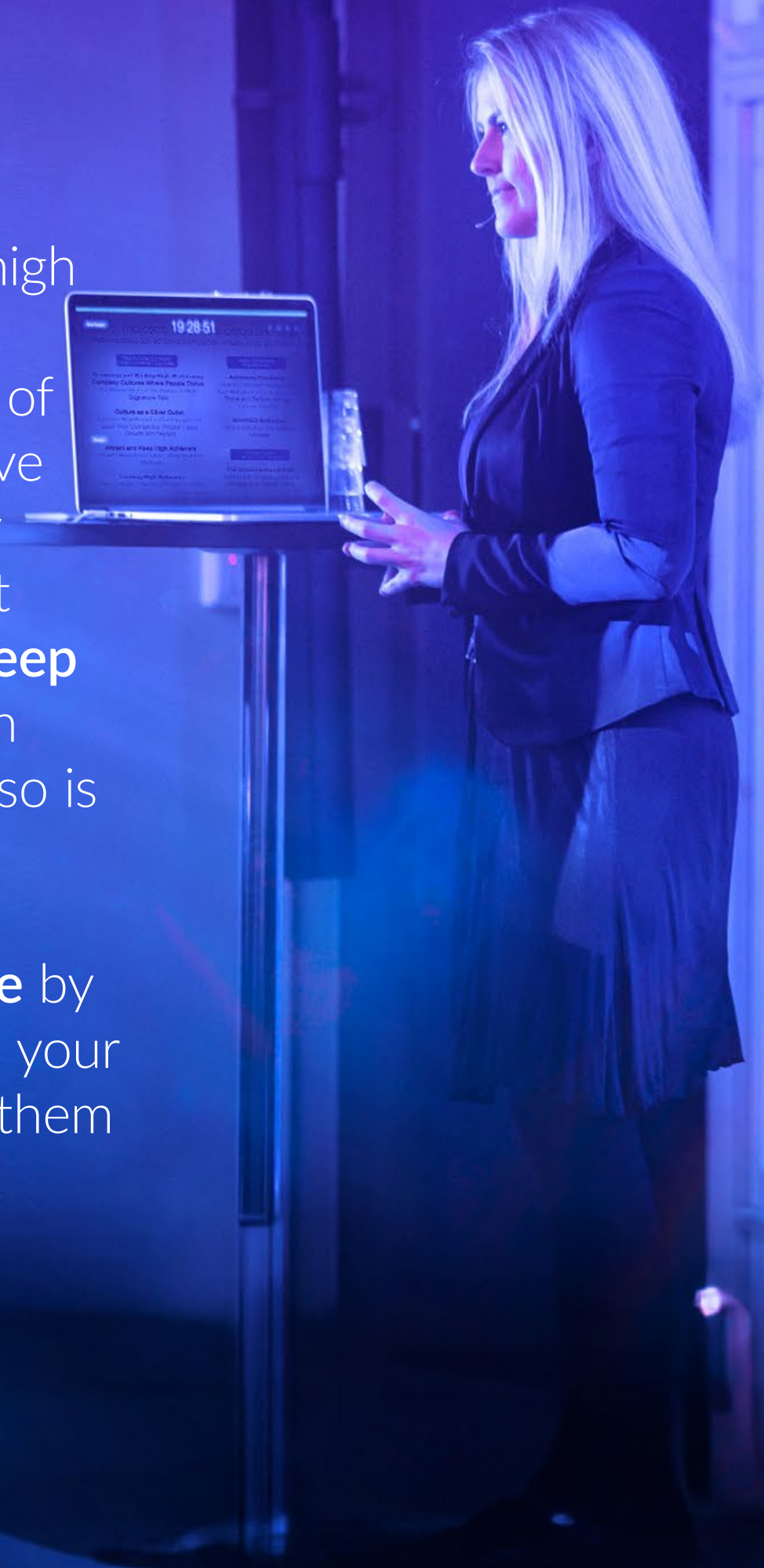
THE FUTURE OF WORK AND COMPANY CULTURE

High Achievers thrive alongside fellow **High Achievers**, and they **attract each other**. They are looking for the freedom to perform and thrive in deep alignment with your company's vision. However, **a lack of leadership capabilities costs U.S. corporations up to \$550 billion annually**, according to research. In many companies where the 9-to-5 factory model still continues, the mentality that every hour carries the same value is still very persistent. However, most employees no longer work in a factory environment, and **it's been proven that using old models in modern companies leads to old results. It's time to reimagine the workplace in the age of High Achievers.**

Combining 20 years of experience as a CEO Advisor, founder, and CEO of Reimaginez, Therese Gedda has impacted over **30,000 company cultures and worked with 1,000+ founders, CEOs, and investors worldwide**. Through her work supporting companies to thrive, she has developed actionable and scalable frameworks and methods for championing High Achievers. Two of these frameworks include the High Achieving Culture Model™ and the Futuristic Leadership Framework™, which are specifically designed to build and scale people—and purpose-centric cultures successfully.

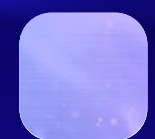
During times of uncertainty, there's never been a more important moment to prioritize and invest in a thriving culture, efficient processes, and impactful leadership for high performers. These elements are essential for maintaining competitiveness and ensuring long-term success. Instead of archaic, factory-based micromanagement models that drive away High Achievers, you can truly support your stars by embracing a more modern leadership approach. We call it **Futuristic Leadership**, and it is **designed to attract and keep the highest performers today and tomorrow**. Investing in cultural and behavioral design is part of the solution, but so is investing in your leaders.

In this keynote, you will **learn how to elevate your culture** by empowering your current leaders, developing and leading your High Achievers, boosting their performance, and helping them thrive **through the leadership philosophies of tomorrow**.



Growing and Magnifying Your Dream Teams

Creating a Thriving Future with Culture-Based Recruitment



THE FUTURE OF WORK AND COMPANY CULTURE

High Achievers outperform the average worker by 14% in productivity, 18% in sales, and 23% in profitability, according to research. These **High Achievers care deeply about your company's success** and together achieve the majority of your positive results. Investing in and nurturing High Achievers is essential for elevating and amplifying your company's performance and competitiveness.

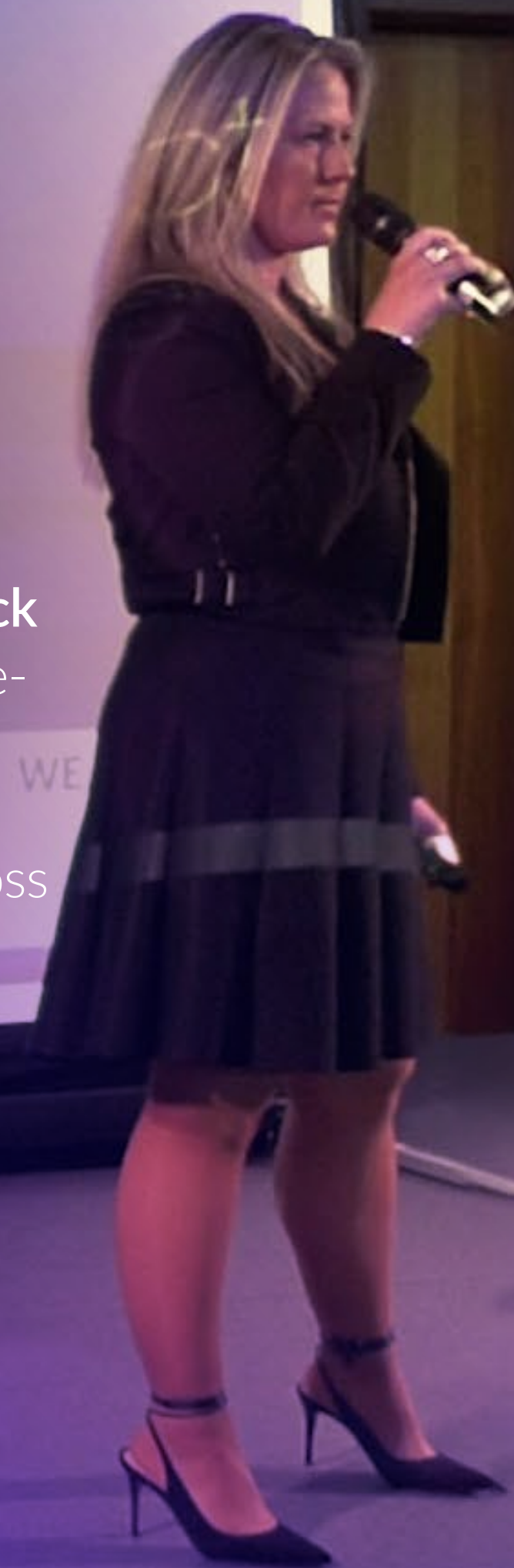
They thrive alongside fellow **High Achievers**, and they **attract each other**, which can be a game-changer for your company. Today's High Achievers are increasingly driven by purpose, the desire to thrive, and the opportunity to amplify impact. They seek impact and greatness and look for companies with values that align with their own. So, how do you attract them?

Combining 20 years of experience as a CEO Advisor, founder, and CEO of Reimaginez, **Therese Gedda has positively impacted 30,000+ company cultures and worked with 1,000+ founders**, CEOs, and investors worldwide. Through her work in helping these companies to thrive, she has developed several actionable and scalable frameworks and

methods for championing High Achievers. Two of these frameworks include the High Achieving Culture Model™ and The People and Purpose Centric Recruit on Culture Framework™, which are specifically designed to grow and scale people and purpose-centric cultures successfully.

Curating a people and purpose-driven culture is the bedrock of a thriving company. However, without scalable and future-oriented methods for systematically attracting and keeping High Achievers who share the same values and mindset as your company, you risk ending up with low engagement across the company and with your best people leaving. Or even worse, attracting toxicity into your company, jeopardizing everything you have built.

In this keynote, you will learn how to approach recruitment based on a framework focused on values and mindset first, identifying people with **untapped potential and talent**, and attracting value-aligned and high performing individuals to your company.



Brilliance Reimagined

The CEO-Centric Approach



THE FUTURE OF WORK
AND COMPANY CULTURE

Imagine what it feels like to be a CEO... one way of capturing the experience is the sensation of driving a Formula 1 car, where split-second decisions can make or break the race, all while playing chess with 8 people simultaneously, each move strategically impacting the outcome of each game. In the fast-paced world of business, **establishing a people and purpose-driven culture is** not just beneficial – it's **essential**. However, to truly excel, this culture can seamlessly embrace the CEO-Centric approach. Whether you are a leader or a team member, embracing this perspective will elevate and amplify your impact.

Combining 20 years of experience as a **CEO Advisor, an award-winning Founder**, and **CEO of Reimaginez**, Therese Gedda has developed actionable and scalable frameworks and methods to successfully build and scale people and purpose-centric cultures. Supporting companies to thrive by empowering their High Achievers, some of her frameworks include the **CEO-Centric Framework™** and the Futuristic Leadership Framework™. She has impacted over 30,000 cultures and worked with 1,000+ founders, CEOs, and investors, who often refer to her as “Master Teacher,” “Founder Therapist,” and “Yoda.”

Creating a people and purpose-driven culture, integrating the CEO-Centric approach is the foundation of a thriving, high performing company culture. However, without scalable and future-oriented methods to attract and retain High Achievers who align with your company's values and mindset, you risk experiencing low engagement, and losing your top talent. Worse yet, you might inadvertently invite toxicity into your company, putting everything you've worked for at risk.

The CEO-Centric Approach, tailored for leaders and team members, offers a transformative exploration into the world of CEOs and how understanding their perspective can elevate your performance, and your approach to building high performing, thriving cultures. By utilizing this approach, you will be able to add subtitles to the conversation, making it easier for every team member to align their perspectives and purpose.

“She is an extraordinary entrepreneur and international motivational speaker.

Therese is an extraordinary entrepreneur and international motivational speaker. A **conductor of energy and magnetism**, she engages audiences through her passionate performances, providing audiences with **immediate and actionable insights**.

Combining her background in elite fitness and her extensive professional experience, Therese has motivated people all over the world to reach their goals in both their personal and professional lives.”

James York

Director of US Business & Innovation
of Enterprise Estonia



Lifestyle Design in Action

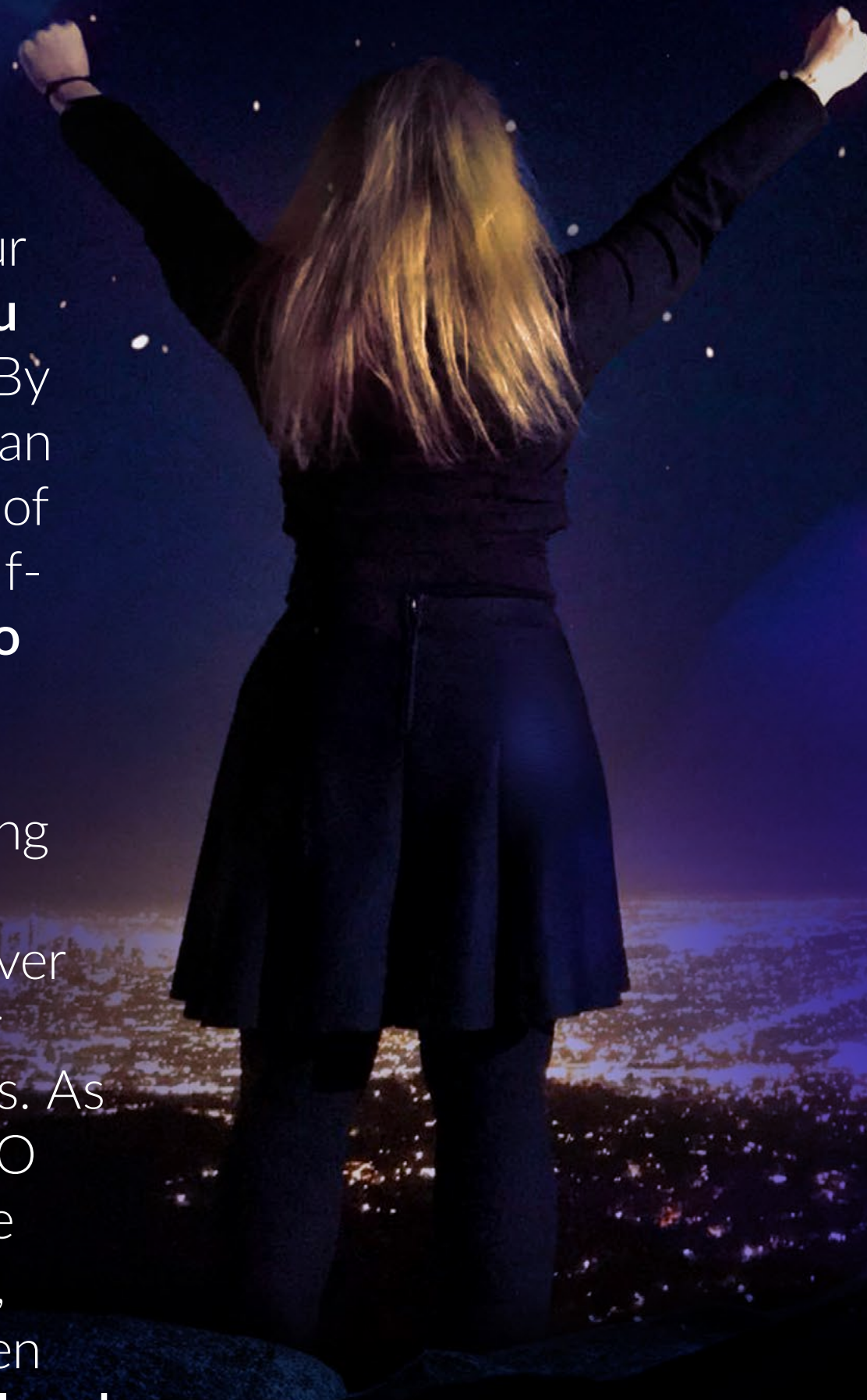
Living a life with Purpose, Achievement, Fulfillment, Impact, and Contribution



HIGH ACHIEVERS AND MINDSET

Whether you're a founder, a seasoned professional, an aspiring entrepreneur, or generally looking to elevate your performance, **tapping into Lifestyle Design can help you amplify your impact and thrive in all areas of your life.** By designing a life that reflects your values and goals, you can make a meaningful difference in the world and live a life of significance. We invite you to embark on a journey of self-discovery and growth, where **you'll learn how to tap into your brilliance** and achieve extraordinary results.

For over two decades, **Therese Gedda has** been designing and scaling thriving company cultures. She has **worked directly with 1,000+ founders, CEOs, and executives** over the years, and she is often referred to as "Yoda," "Master Teacher," and "Founder Therapist" by founders and CEOs. As an award-winning entrepreneur and the founder and CEO of Reimaginez, she's inspired tens of thousands of people worldwide and has been recognized in, NBC News, CBS, Fortune, Nasdaq, and VentureBeat. Therese 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**.



Embracing an advanced Lifestyle Design can truly elevate both your performance and well-being. This process involves **empowering yourself** to step outside your comfort zone by deepening your awareness about values, work style, and natural rhythm. successfully empowering yourself is about moving away from generic philosophies of work-life balance and "one size fits all" concepts to a personalized approach. Advanced Lifestyle Design recognizes that when you are in flow, you are unstoppable; when you are at your most creative, you come up with groundbreaking ideas; and when you thrive, you achieve greatness. By embracing this approach, you can **unlock your potential and amplify your impact.**

In this keynote, you will be invited to explore how to lead yourself and others, to let purpose influence your goals, your goals guide your plans, your plans design your habits, your habits empower your thoughts, and your thoughts amplify your impact – **explore the power of value-based Lifestyle Design** and experience greater fulfillment, direction, and achievement.

As you design your life to support your goals, you'll **witness a remarkable transformation.** This lifestyle will not only shape your projects but also cultivate a mindset of excellence and resilience. Through this experience, you'll live and share a profound shift in how you lead yourself and others.

MAPPED Brilliance

Achieve Greatness and Amplify Impact with the High Achiever Mindset

HIGH ACHIEVERS AND MINDSET

What sets High Achievers apart, enabling them to continuously achieve the seemingly impossible? How do they **challenge the status quo** so effectively? How do they effortlessly amplify their impact? It all starts with recognizing the power of fully embracing the High Achieving Mindset.

For over two decades, **Therese** Gedda **has worked directly with 1,000+ founders, CEOs, and investors**, who often refer to her as “Yoda,” “Master Teacher,” and “Founder Therapist.” She has developed actionable and scalable frameworks and methods to help High Achievers thrive in their own paths, including MAPPED Brilliance™ and Advanced Lifestyle Design™. As an award-winning entrepreneur and founder and CEO of Reimaginez, she has been recognized in NBC News, CBS, Fortune, Nasdaq, and VentureBeat. **Therese 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**.

Having a North Star guiding your path is just the beginning. True **greatness requires a relentless pursuit of excellence**, a willingness to step outside your comfort zone, and the courage to challenge the status quo. High Achievers understand that settling is the enemy of progress; they embrace discomfort as a sign of growth and opportunity. When faced with doubt, they lean into their **High Achiever Mindset**, using it as **a source of strength and resilience**.

Through this keynote, you'll **learn how to tap into your brilliance**, fueling forward momentum through a sense of achievement. Therese will invite you to design an environment perfectly aligned with your values and goals, enabling you to thrive while achieving the seemingly impossible. It's not just about success; it's about achieving greatness on your terms. With her as your guide, you'll start to unlock the magic that will help you unleash your full potential and seize the opportunities that await.

Reimagining The Human Potential

Imagining a World of Light



HIGH ACHIEVERS
AND MINDSET

Imagine a world where every conversation sparks inspiration, where each interaction brings light and warmth, shaping a future of limitless opportunity. Join us on a journey of **limitless potential**. It's a world where all it takes is a simple willingness – a willingness to see the good, the extraordinary in every moment, allowing yourself and those around you to **thrive**. This journey begins with the transformative act of **imagining what the future can be from a place of light and wonder**.

For over two decades, Therese Gedda has led a **unique path**. She has experienced a world where possibilities are endless. From the age of 17, she has dedicated her life to designing and scaling thriving companies. She has worked directly with 1,000+ founders, CEOs, and executives over the years, who often refer to her as “**Yoda**,” “Master Teacher,” and “Founder Therapist.”

As an award-winning entrepreneur and the Founder and CEO of Reimaginez, she's inspired tens of thousands of people worldwide and has been recognized in NBC News, CBS, Fortune, Nasdaq, and VentureBeat. Therese 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**.

In this inspiring talk, you will explore how to cultivate joy, achievement, and a sense of belonging in your life, contributing to a world where you **live a life of significance**, and fulfillment is abundant. It is a call to envision a future where every individual has the power to shape their destiny. It is about reimagining the possibilities that lie ahead and challenging the status quo to create a world where thriving, high performance living is possible. Join us as we explore the power of purpose and the potential it holds to transform our world.

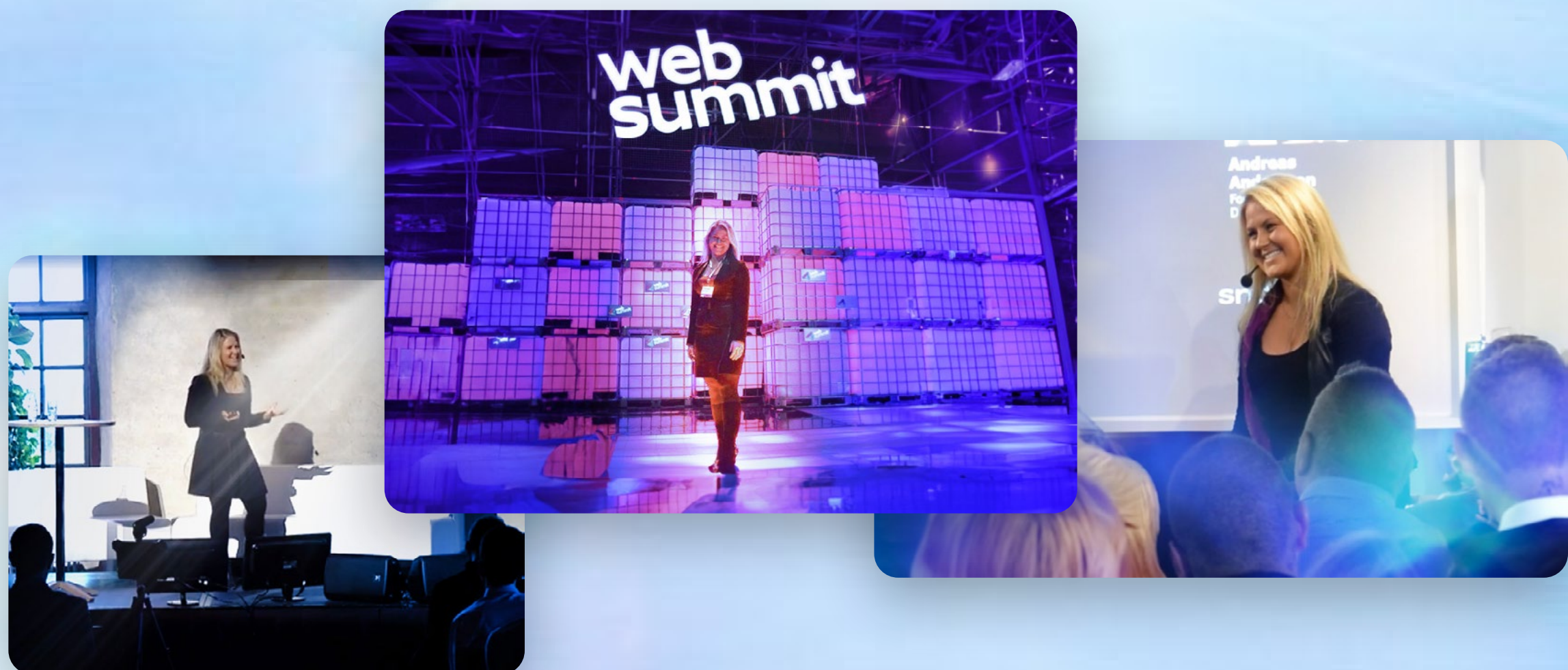
“There is a fantastic entrepreneurial speaker and CEO advisor who shakes the sky. With over two decades of experience, she has an **excellent understanding of how to design and scale a thriving company culture** and how to peak performance as a leader and high achiever. I’ve had the pleasure of seeing 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. There 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



“There is **an amazing person and an exceptional leader** who has built several companies from scratch. She started her entrepreneurial journey as a 17-year-old, founding a management consultancy company successfully working with startups and fast-growing firms for over a decade. With over 20 years as a founder and keynote speaker, she is **one of the most talented individuals I have ever met**. There is a great passion for entrepreneurship with a remarkable degree of commitment to her projects. The dedication to getting things done, the passion for challenging the status quo and empowering people to greatness, makes her **an extraordinary inspiration for myself and other founders**.”

Anneli Viklund, Innovation Expert at ALMI



The Unconventional Path

A Trailblazer's Path to Brilliance

FOUNDERS AND ENTREPRENEURSHIP



Are you ready to **break free from traditional paths** and embrace the limitless possibilities of entrepreneurship? Join us on a journey of discovery as we explore the unconventional path to success. Learn from Therese's unconventional journey and **discover that there is not just one way to be a successful founder or entrepreneur.**

Imagine a life where it is possible to **experience a deep sense of achievement every day**, even amidst chaos. One where it is possible to live a designed life guided by purpose and values, rather than following traditional pre-decided paths (that may or may not align with you). Just as there are infinite definitions of success and fulfillment, there are countless pathways to greatness, each ready to be crafted and embraced as your own.

For over two decades, **Therese Gedda has led an unconventional path.** Since she was 17, she has dedicated her life to designing and scaling thriving company cultures. **She has worked directly with 1,000+ founders, CEOs, and executives** over the years, who often refer to her as “Yoda,” “Master Teacher,” and “Founder Therapist.”



As an award-winning entrepreneur and the founder and CEO of Reimaginez, she's inspired tens of thousands of people worldwide and has been recognized in NBC News, CBS, Fortune, Nasdaq, and VentureBeat. **Therese 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.**

In this keynote, you'll **redefine limitations** as stepping stones to success and achievement. Embracing the entrepreneurial mindset, you'll **uncover the limitless potential of entrepreneurship**, presenting lifelong opportunities for learning and impactful change, and empowering you to thrive throughout your journey of greatness. You will also learn how to apply Therese's proprietary MAPPED Brilliance framework for embracing opportunities, going beyond fear, and pursuing the goals that truly matter to you. In short, “Strive for excellence, work hard, and trust the process.”

Highlights From Selected Engagements

Designing and Scaling High-Performing Company Cultures



Keynote Speech on

The Future of Retail – Starting with Culture

An invitation-only event in connection to NRF for 100 executives and change-makers in the retail space.

New York City, USA (2019)



Delivered a Keynote Speech on

The Exceptional Impact of a Brilliant Culture – Curating High Performance Company Cultures Where High Achievers Thrive

Invitation-only membership community is captured in this one-liner: “Extraordinary people inspire and are inspired.”

Boston, USA (2022)



Keynote Speech on

The Future of HR — Start with reimagining your culture

An invitation-only event for 100 international executives from multiple luxury brands.”

Stockholm, Sweden (2018)



Delivered keynote on

MAPPED Brilliance – Thriving with the High Achiever Mindset

Tech and startup conference for 24,000+ change-makers and entrepreneurs.

Dublin, Ireland (2014)



Delivered several keynotes including

Culture as Your Silver Bullet – Designing and Scaling High-Performing Company Cultures

Delivered several keynotes and workshops at management retreats and company events spanning several years.

Boston, USA (2022)



Delivered a Keynote Speech on

The Exceptional Impact of a Thriving Culture

Headlining the 30th anniversary company celebration organized for hundreds of guests.

Luxembourg (2022)

“ I hereby give Therese Gedda my highest recommendation both as a strategic advisor and as a motivational speaker. I have had the great joy of encountering Ms. Gedda on several occasions and **she continually over delivers** – most lately as a keynote speaker on Internet Discovery Day, an industry leading event geared towards key people in the Swedish start-up and new media sectors. **Her spoken qualities are excellent as well as her analytic capabilities as an advisor.** I fail to see how anyone doing business with Therese Gedda could fail in being satisfied with the encounter.”

Johan Jörgensen

Founder and Partner at Grädde Invest.
Venture Capitalist of the year, 2011

“ Therese, I was delighted to watch your video recording of the seminar. Congratulations from the **excellent presentation. So much energy and interaction** through the presentation (I liked the choices/polls you provided during the presentation). I really liked the content as well. I was surprised to see you being able to pack so much into the 60 minutes.”

Manav Mehta

PhD, Founder and CEO of Gel4Med Inc.

“ **Therese is an extraordinary individual with great drive.** She has an exceptional ability to quickly grasp new information and convert it into concrete actions. She is also an exceptional facilitator and contributor: sharing her extensive knowledge with high energy and charisma, paired with professionalism and a **genuine interest in making individuals excel.** Therese is truly phenomenal at empowering people.”

Annelie Sule

Innovation and Business Development
Manager at Umbilical Design

Explore short clips from Therese's talks

View some highlights from the Keynote Speaker

It is Time to Reimagine Company Culture

Curating Brilliant Cultures
Where High Achievers Thrive



Therese Gedda

Keynote Speaker and Award-winning Founder

REIMAGINEZ

Invest in Culture and Lead with Your Vision



Therese Gedda

Keynote Speaker and Award-winning Founder

REIMAGINEZ

Empowering a New Era of Brilliant Company Cultures



Therese Gedda

Keynote Speaker and Award-winning Founder

REIMAGINEZ

Culture is The Silver Bullet



Therese Gedda

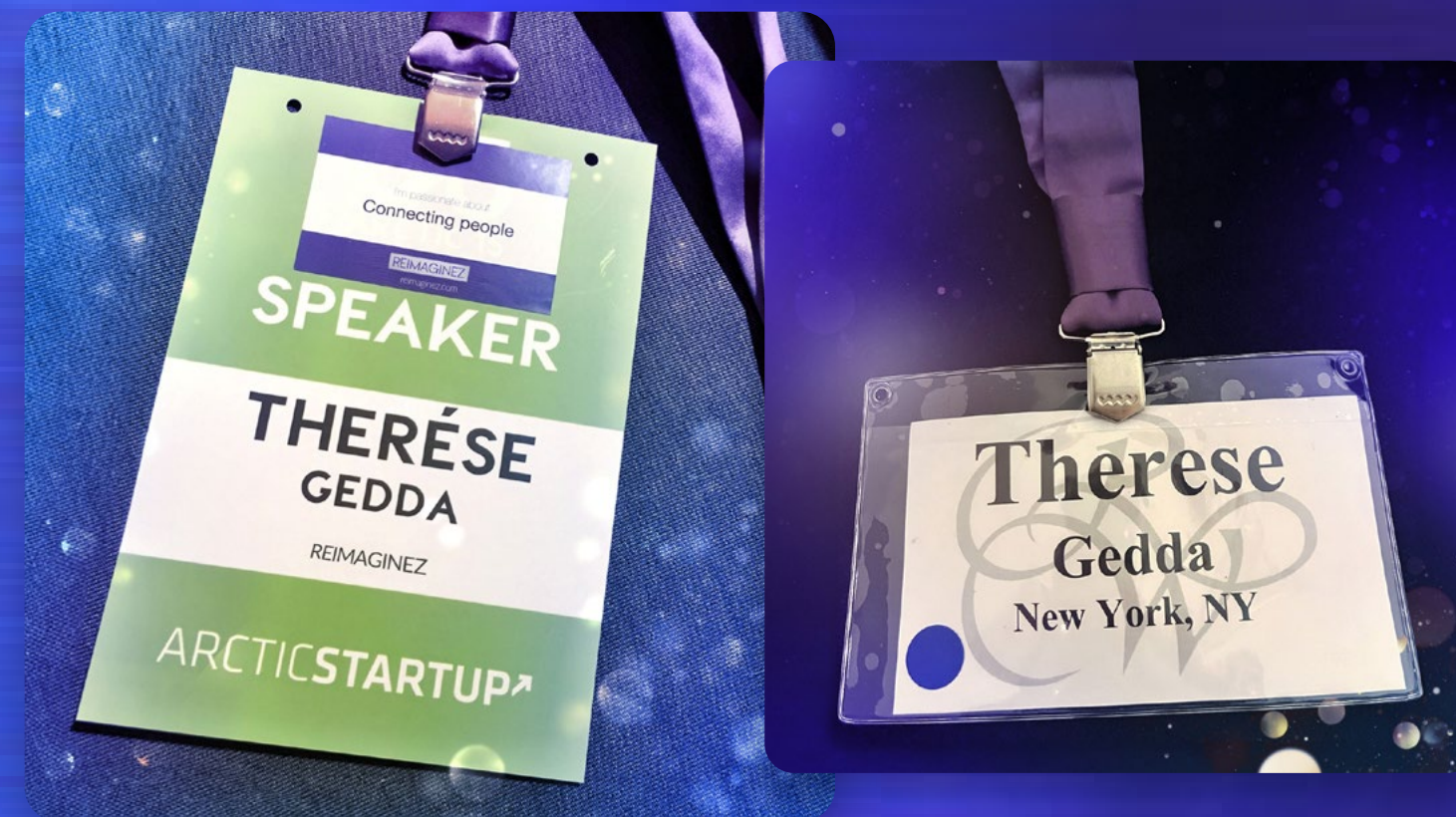
Keynote Speaker and Award-winning Founder

REIMAGINEZ

“Therese is a **very talented, sharp and competent professional** who is extremely passionate about her work and making a difference. She has acquired immense knowledge through her experience as a serial entrepreneur and international speaker. This unique combination of personal experience and scientific research is what has made her, her business and the people around her so successful. I believe she is **an invaluable mentor, speaker and advisor.**”

Jonas Almeling

Regional Director Nordics & Northern Europe
of Startup Grind



“**Highly driven, goal-focused and with an extraordinary degree of commitment to her projects.** She can handle the grit of being an entrepreneur – not being someone to quit or easily doubt her ideas or vision. She wants to bring about change and engages the people around her in her ideas. She is also an advocate of entrepreneurship and has helped countless people on their path to building their business. **I count her among the most inspirational and brilliant people I have the fortune to know.**”

Jakob Persson

Co-founder and CKO at NodeOne

“Good leaders inspire action, but great leaders inspire change! Therese has the ability to identify the smallest things that make you thrive and grow as a person both professionally and personally. **She moves seamlessly between empirical evidence to business know-how.** She has the global network to connect the individuals and **ideas that create real impact and change the world for the better.** Regardless, if you are looking for a keynote speaker to wow your audience or an experienced advisor to guide your board, Therese is a true asset.”

Jonathan Danemo

Analyst at Vinnova



World-Renowned Thought Leader

Keynote Speaker and Award-Winning Entrepreneur

Meet Therese Gedda, 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, high performance ones. For 20 years, she has **impacted more than 30,000 company cultures and toured over 10 countries** as an invited Keynote Speaker, covering topics such as Company Culture, the Future of Work, and the High Achiever Mindset. 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 where she appeared 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, Nasdaq, and VentureBeat**.


Therese is also a **sought-after Executive Coach for High Achievers**. Due to her success working directly with over 1,000 founders, investors, and C-suite clients over the years, they often refer to her as “Yoda,” “Master Teacher,” and “Founder Therapist.”

The results speak for themselves with client case studies including 3x annual recurring revenue, 10x deal sizes, saving a 9.7 million USD ARR subsidiary from collapsing, and helping a founder design his best life after a successful exit.

As a result of her dedication to entrepreneurship and company culture, Therese has been recognized by the Nordic 100 for her cultural and Future of Work efforts, naming her **one of the most influential and impactful people from the Nordics**. This list is equivalent to the ‘Forbes 40 under 40’ in the United States. She’s also been recognized by the SKAPA foundation and received 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.”

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.





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