

## Board Bio

# Award-Winning Entrepreneur and CEO Advisor – Therese Gedda

Meet Therese Gedda, Award-Winning Entrepreneur, Founder, and CEO of Reimaginez. With over 20 years of entrepreneurial experience, she has impacted and helped scale more than 30,000+ company cultures worldwide. Recognized in American, European and Canadian media, including platforms such as CBS, NBC News, Fortune, TNW, and VentureBeat, her vision is to transform company cultures from toxic or mediocre to thriving and brilliant.



## Soccer as a Catalyst — Therese's Path to Purpose-Driven Cultures

Therese's journey started in her early teens while living in Sweden where she discovered a profound passion for soccer, not just as a sport, but as a unifying force that transcended boundaries. As an active supporter, she realized the immense significance of understanding the culture surrounding it. Namely, she understood it as going beyond passion; instead, as a shared mission for both the team, the fans, and everyone connected to it. Just one game demonstrates a shared journey of living and achieving specific goals while committing oneself to excellence. Now, imagine what a whole season represents. The unique culture that is created within each team brings people from all walks of life together and unifies them around a connected purpose. Soccer nurtures a shared experience of true camaraderie, deep alignment, lasting joy, and profound achievement. With this as her home field, Therese developed a thorough understanding of both the power of a purpose-driven culture and the feeling of being part of one, while also recognizing its potential to unite and to make the impossible achievable by nurturing a deep sense of alignment around one vision.

## Building Upon Brilliance – Reimagining Culture

Along with her passion for soccer and her discovery of the magic behind it, Therese dove into fitness as she embraced a diverse range of activities; excelling in kickboxing, competitive dance, and tennis. However, it was her journey as a professional athlete in natural bodybuilding that truly showcased her unwavering grit and determination. Therese became part of a “builder gym,” where she connected with people who were deeply committed to excellence by dedicating their lives to achieving it. This environment allowed her to experience, once again, a culture where people truly supported one another, and worked together to achieve

greatness. She tapped into qualities like resilience, innovation, vision, and purpose, which allowed her to truly deepen her dedication to brilliance. Quickly, she began to notice similarities to the culture she experienced through soccer and its power to lift people into pushing past their limits and achieving greatness. Here again, a powerful sense of unity set individuals toward a shared mission; their collective focus creating an environment where everyone at their core feels inspired to thrive. Narrowing down the similarities between both cultures and recognizing the steps taken to reach such brilliant spaces, this part of her journey cemented her belief that having a **thriving culture is a choice – one that can be made intentionally**. And with this wisdom in her pocket, Therese now knew how.

## A Limitless Approach – Founding a Management Consultancy at 17 Years Old

Having seen the power of culture, combined with a passion for entrepreneurship and deep inspiration with its infinite potential, Therese was set on following the path of supporting companies in designing and scaling thriving cultures. At the age of 17, she founded a management consultancy, based on the philosophy that entrepreneurship is limitless. Guided by the transformative power of sports culture, Therese began to apply these lessons into business as she started to work with her first client. With a thriving company culture, she placed her focus on their business growth side, recruiting 80 mentors for a two-year commitment while developing a reimagined approach for the future of the mentorship program of one of the leading private schools in Sweden. On top of organizing events and dinners for 30 to 500 people, Therese was part of growing the school as a whole and recruiting team members to deepen its success. This experience offered her a firsthand look at a great culture, which shaped her commitment to fostering environments where individuals can thrive and achieve greatness.

Her second client engagement allowed her to be exposed to what can happen when culture goes wrong; when toxicity hijacks the company as a whole. She became part of turning around a 100-year-old paper mill while playing a strong role in rebuilding the entire company. The turnaround was successful, yet Therese realized that by allowing any toxicity in an organization, you invite suffering along with a host of preventable problems. Thus by age 18, she had experienced the detrimental effects of toxic cultures on companies, as well as how culture sets the foundation on which any initiative is built. This solidified her commitment to nurturing thriving, high performing cultures, setting the stage for her impactful career ahead.

## Unleashing Potential — Therese's Frameworks for High Growth and Cultural Transformation

With her vision being to transform company cultures from toxic or mediocre to thriving, high performance ones, Therese developed proprietary frameworks that have been proven to deliver transformative change in both fast-growing companies as well as large corporations. Therese's focus on creating brilliant, high performance company cultures has helped countless organizations unlock their full potential and drive unparalleled success. Therese primarily concentrates on high growth companies, startups, and scaleups, while also collaborating with corporates. However, she has the greatest impact on mission-driven companies in industries such as Health (including life sciences, MedTech, BioTech, Digital Health, and HealthTech), Impact (including ClimateTech, Impact Investing, and similar fields), SaaS, and Finance (including Fintech).

Over the years, Therese has worked directly with **1,000+ founders, CEOs, and C-level clients as a CEO Advisor** and "Stand-in Co-founder." Her exceptional delivery has earned her creative titles from CEOs and Founders as **"Yoda," "Master Teacher," and "Founder Therapist."** Serving as a board member, she has also contributed to initiatives such as Silicon Vikings; a

leading organization dedicated to connecting Nordic innovations with Silicon Valley and vice versa.

## Achieving Greatness – Therese's Approach to Scaling High Performance

With her extensive and diverse experience, Therese has deep knowledge and expertise in strategic growth, innovation, and leading customer-centric strategies. By aligning the vision and goals with current circumstances and consumer needs, she guides companies in achieving revenue growth and increased performance. By building a strong cultural foundation with great alignment and focus, she helps identify and remove toxicity, elevate team members with leadership development, and empower High Achievers to thrive and achieve high growth and profitability. Her insights and guidance have been instrumental in helping companies achieve their goals and thrive in competitive environments. Her work has resulted in a large number of successful **case studies including 3x ARR (annual recurring revenue), 10x deal sizes**, saving a 9.7 million USD ARR subsidiary from collapsing, helping a founder design his best life after a successful exit, and brilliantly merging two rival companies as part of a Merger & Acquisition process.

## Recognized Excellence — Therese's Impact on Entrepreneurship

Therese's journey has led her to become an **award-winning entrepreneur** and a champion of building, and scaling thriving people and purpose-centric cultures. She has been **recognized by the Nordic 100** List for her cultural and Future of Work efforts, naming her one of the **most influential and impactful people** from the Nordics. The list is equivalent to the 'Forbes 30 under 30' in the US. 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." Therese has also had the honor to take the stage in the Swedish final for **TEDx Made in Europe** in front of hundreds of executives and entrepreneurs.

Therese brings a wealth of wisdom and expertise, as she has been on all sides of the entrepreneurial table. As a visionary Founder, she has navigated the challenges and achievements of building and scaling thriving companies, understanding and creating various strategies that lead to success. As an advisor, she has leveraged her founder's perspective to offer invaluable guidance to other founders, and has had the opportunity to learn and grow. Therese's passion for entrepreneurship extends beyond these roles, as she has also been a guest lecturer and a judge in business plan competitions, including Venture Cup. Her multifaceted background allows her to approach challenges from different perspectives, offer innovative solutions, and showcase her strategic ability.

## Global Influence — Inspiring Audiences From 5 to 5,000

In parallel with building and scaling companies, she also got an early start to her speaker career, delivering her first international keynote speech at the young age of 20. To add to such feats, at the age of 21, Therese became a guest lecturer at the Stockholm School of Economics (SSE). **Her teachings focused on entrepreneurship, covering various topics including leadership, sales, culture, and performance, which all combined to reflect her passion for inspiring and helping others achieve greatness.** She continued lecturing at the Royal Institute of Technology and the Stockholm School of Entrepreneurship, which allowed her to further her reputation as a thought leader in the field.

Today, Therese is an internationally recognized **Keynote Speaker**. She has **inspired tens of thousands in 10+ countries, engaging with audiences that range from 5 to 5,000.** Her most requested talks are: 'The Exceptional Impact of a Brilliant Culture — Curating High Performance Company Cultures Where High Achievers Thrive,' where she elaborates on **strategies for effectively championing your best people, removing toxicity, and amplifying your impact** by designing and scaling thriving high performance companies and culture; 'MAPPED Brilliance,' where she taps into Achieving Greatness and Amplifying Impact with the High Achiever Mindset; 'The Unconventional Path — A Trailblazer's Path to Brilliance,' where she focuses on embracing the entrepreneurial mindset; lastly, 'Brilliance Reimagined — The CEO-Centric Approach,' where she dives into the world of CEOs and how understanding their perspective can elevate your performance, and your approach to building high performing, thriving cultures.

Therese has been featured at invitation-only events in New York City, as well as exclusive events led by companies such as **Apple, LVMH** and Wealins. She has spoken at 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, the Volcano Innovation Summit in Guatemala, TEDx in Stockholm, Web Summit in Dublin, and Renaissance Weekend in New York.



## The Future Reimagined – Championing Positive Change

Her work continues to make a significant impact on the Future of Work, challenging conventional knowledge, and emphasizing the transformative power of purpose centric high performance company cultures. Today, Therese is based in New York City, where she continues to amplify the impact of Reimaginez, empowering high achieving leaders who are committed to positively challenging the status quo.

