

GINA MOLLICONE LONG

Gina Mollicone Long is a one woman powerhouse who has spent the last 15 years trail-blazing new paths for the modern female entrepreneur. Her breadth of business experience ranges from big corporate to start-from-scratch entrepreneur; from high tech to not-for-profit. In each and every endeavor, personal or professional, Gina brings her ferocious energy and her firm belief that the “impossible” is always possible.

Gina lives her beliefs. Her outside-the-mold career started with an Honours Engineering degree from the University of Toronto. From there, was a non-linear leap to the corporate world, in brand management roles starting at Proctor & Gamble and leading to Molson Breweries, where as Brand Manager she re-directed the brand *and* company culture. Next up was a senior strategic role with the NRG group, a high tech venture capital firm, where Gina worked in a fast-paced environment to help channel passion into entrepreneurial technology businesses. Her work with non-profits included being the Executive Director for *proMOTION plus*, which advocates gender equity in physical activity for girls and women as well as serving on various boards and committees.



During this time, she simultaneously launched her first business, Goddess Concepts Ltd, a company that focuses on empowering women and teen girls to “live their true life”. Goddess Concepts helps organizations and individuals stay true to their core values, those long term principles that make for a unique identity and an authentic course of action.

In 2000, with her husband Andrew Long she co-founded two multi-national companies that focus on putting the employee first. Critical Pathfinders Adventure Training is a corporate team building and training company and Scavenger Hunt Anywhere runs corporate team building events in cities all over North America. Their Fortune 500 clients include companies such as The Body Shop, Microsoft and KPMG among many others.

Since Gina believes that nothing is impossible she constantly sets herself challenges to overcome. For instance, she managed to get her self-described “anti-runner’s” body over the finish line at the Nike Women’s marathon in San Francisco (6 hours and 9 minutes of “challenges” but she did it!), conquered a long time fear of heights by plummeting earthward in one of the highest bungee jumps in the world and envisioned, planned and held her first girls conference called Planet Girl. She is currently staring a new “impossible” down, as she writes her first book.

She manages all of this while being mom to pre-schoolers Molly and Simon, who have inherited their mom’s energy and exuberance. She has also been a Big Sister since 1997.

There is no straight line with Gina; all of her varied experiences have shaped her unique perspective as an entrepreneur, speaker and human being. Being in Gina’s presence is to feel the unstoppable force of her passion, excitement and most of all her ardent belief that others can achieve their “impossible” too.

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