



# International Women's Day

March 8, 2021; 4:30 - 6:00 PM EST Virtual

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## Wendy Edie, eCom Managing Director and Women's Enterprise Scotland Ambassador, **Scotland**

Having held directorship at eCom since 2004, Wendy has provided a continuity of leadership that has ensured strategic focus on sustainability and growth of the Learning Technology business. Wendy ensures the eCom values of Credibility and Integrity; Continuous Improvement and Innovation; Respect and Invest are at the heart of everything eCom does.

Wendy is also a keen advocate for skills development and working in partnership to inspire and support others to enhance employability opportunities. As a Women's Enterprise Ambassador in Scotland, Wendy inspires and supports others to start and grow their own businesses, particularly within the digital sector. Wendy also creates local community engagement by volunteering as a Girlguiding Rainbow leader for 5-7 year olds. Current projects at eCom include an international project for the British Council, focused on the digital delivery of education for girls as well as online training for NHS Education for Scotland (NES) on Foetal Alcohol Spectrum Disorder (FASD). The latter is the most common and the most overlooked neurodevelopmental condition in Scotland, affecting the lives and life chances of 172,000 children, young people and adults across the country.



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## Samantha Liscio, Ph.D. WSIB, Canadian CIO of the Year 2020, **Northern Ireland**

Samantha was recognized last year as Canada's CIO of the Year in the Public Sector category, for the work she and her teams have done to lead digital transformation in Ontario. Samantha enables digital transformation by leveraging technology to streamline processes and modernize business models, while driving digital service excellence and directing innovation.

She has more than 25 years of experience in IT leadership roles in government and the private sector in Canada. Currently Samantha serves on the Ryerson University IT Business Management Program Advisory Council, the CIO Association Toronto Chapter Board of Directors and the Toronto CIO Governing Body. She is a past board chair for Cornerstone Family Violence Prevention and a past board member of the Institute for Citizen-Centred Services. Samantha holds a Bachelor of Science (Honours) and a PhD from Queen's University in Belfast, UK.





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## Jiggy Patel, Head of Customer Experience, GoldVision, **England**

Jiggy started her career with 3Com following a BSC Honours Degree in Business Information Technology at Brunel University. Working in a Pre-Sales Technical Engineer role and Support role initially Jiggy moved onto Customer Implementations for GE Information Services where she received recognition within her second year by receiving the GE Markmakers award as a top 100 employee.



Jiggy has been working with Gold-Vision CRM in various roles over the last 10+ years ranging from Implementation Consultant to New Business Sales and Customer Success. Currently as Head of Customer Experience Jiggy has a focus on both the product and customer. Her expertise allows her to work with new and existing customers to overcome challenges with CRM and to deliver successful CRM implementations.

Jiggy is passionate about CRM and aims to enlighten and assist SME's on process improvement with CRM as well as all things Social Selling. With an active role in the Sales team Jiggy has proven experience of how Social Selling can help a business. Jiggy has featured in some of Gold-Vision's key webinars such as [Social Selling with CRM](#), and authored a number of eBooks and blogs to help those looking for assistance with social selling and CRM

Outside of work Jiggy is a mother of two, keen on charitable assistance with Macmillan Cancer and Crisis (Helping the Homeless) typically on Christmas Day each year! She has also taken part in charitable walks and other fundraisers where she has helped to raise over £5,000.

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## Karima-Catherine Goundiam, Founder and CEO of Red Dot Digital and B2beeMatch, VP of BCCTC

Karima-Catherine (KC) Goundiam is the founder and CEO of B2BeeMatch, a business matchmaking platform launched in 2020 where small and medium enterprises can connect in order to outsource, scale, network and find clients. B2BeeMatch is a membership-based service that verifies every new member and uses a proprietary algorithm to match businesses based on what they need and what they offer. B2BeeMatch is partnered with numerous major business associations across the world.



KC is also the founder and CEO of Red Dot Digital, a digital strategy and management consulting firm that she launched in 2014 to bring her forward-thinking, data-driven approach to the world of digital transformation. Red Dot Digital works with organizations of all sizes, from small businesses to corporations to government departments and agencies. Red Dot Digital recently consulted on the Global Affairs Canada website and digital communication tools.



KC brings over twenty years of international integrated campaign and project management experience to her work. Before becoming an entrepreneur, she managed digital and social media for Deloitte Canada and its global team, and she directed social media for Ford.

KC is a member of Ontario's Comité de travail de relance économique, a collaboration between Regroupement des Gens d'Affaires (RGA, Ottawa) and the Club canadien de Toronto (CCTO) that aims to advise the province of Ontario and federal ministers on economic relaunch during COVID-19. In 2019, KC founded Tech Canada Advocates, part of the Global Tech Advocates network. In 2018, KC became the new VP of the British Canadian Chamber of Trade and Commerce. That same year, she received the JoAnna Townsend Excellence Award from the Organization of Women in International Trade (OWIT).

KC is regularly invited to share her experience and expertise all over the world. In 2020-21, she spoke at a variety of virtual events, including the "Connecting London Tech to the rest of the world via Global Tech Advocates" panel at London Tech Week (UK), the "Women's Entrepreneurship - Going Global" event for the Business Advisory Centre Durham (Canada), and, as the keynote speaker, the "M Power: Inspiring Women in Leadership Spotlight Event" (part of the Women's Initiative Speaker Series) for M Science (US).

KC is frequently invited to share her experience and industry expertise with post-secondary students. In recent years, she has spoken for the Imperial College MBA program (UK), the Grenoble Management School Master's program (Paris), the Ivey Business School at Western University (Canada), York University's Centre for Global Enterprise (Toronto), the Greater Birmingham Chambers of Commerce (UK), and the Entrepreneurship Society's Disruptors' Lounge (Toronto).

In the fall of 2020, KC became a regular contributor to The Globe and Mail. She has also written for the CBC.