

Lori Elliott

"My goal is to help members who are seeking better solutions, to expand their knowledge, to be creative, and to challenge and be challenged."

**TEC CEO Chair, TEC KEY Executive Chair
Calgary, AB**



Hello!

As a CPA, I have had the privilege of holding various executive roles, including CFO and President, spanning from start-ups to billion-dollar companies. My expertise lies in transformational change, financial strategy, and management. Beyond these areas, I am also interested in the human side of business, exploring the factors that motivate and inspire employees to successfully execute a company's strategy.

One of my most rewarding experiences was during my tenure as President and Part-Owner of Agristar. Tasked with leading through a court-appointed restructuring, I transformed it into a profitable organization within two years and ultimately orchestrated its successful sale in nine.

As Founder and current President of Growing Ideas as well as a TEC Canada Chair, I collaborate with business leaders to help them foster cultural alignment within their team, make optimal decisions, and execute their vision.

On a personal note, I am happily married to my husband, and we are raising twin boys along with our family dog, Scout. I find joy in activities such as reading, travelling, and taking leisurely walks with Scout. Additionally, I contribute to various boards, including those of AjJunction, Calgary Co-op, and Wild Rose Brewery. I also serve as a director on the Departmental Audit Committees for Indigenous Services Canada and Indigenous and Northern Affairs Canada. Recently, I achieved my ICD.D in Board Governance from the Institute of Corporate Directors.

My TEC Group Vision

My mentorship style will suit members who are curious, self-aware and seeking constructive, consensus-driven meetings with a Chair who is supportive yet goal-oriented, positive yet decisive and humorous and forthright in her communication style.

Let's Start the Conversation

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**Take The
Leap Towards
Transforming
Your Leadership
Skills Now!**

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

TECCANADA