

# Pascale Hansen

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TEC CEO Chair  
Vancouver, BC



## Hello!

I am a dynamic leader with an impressive track record spanning over two decades in business development, strategic planning, and relationship management. Throughout my distinguished career, I've been a key player in renowned companies such as Nielsen Media Research, Global Payments, Xerox, Concerto Marketing, GBC/Acco Brands, Euler Hermes (now Allianz Trade), and American Express.

My client-centric approach has been a defining feature of my success. Instead of solely focusing on selling products or services, I engage with clients to collaboratively tackle broader business challenges. Currently holding the positions of Co-founder, CEO, and financial strategist at Zada, a leading business advisory firm serving North America, I continue to showcase my strategic acumen, guiding businesses toward sustainable growth through innovation and financial strategy.

In my role as a TEC Canada CEO Chair, I am dedicated to a personalized and strategic approach, serving as a mentor to my members. I believe in the idea that no one is successful alone, and the essence of this group lies in harnessing the collective wisdom from a diverse group of leaders. These members foster candid and direct discussions that empower each member to overcome both business and personal challenges, maximizing every opportunity to grow and improve.

On a personal note, I hold a BA degree in Psychology from the University of British Columbia and have been a Certified Professional Coach since 2013. My financial designations include Certified Cash Flow Specialist and Chartered Life Underwriter (CLU). As an author, I've contributed to several books, including Simple Success Strategies, Shine, and 101 Powerful Tips for Improving Your Credit Score. My philosophy is, "The quality of your life will always depend on your emotional, physical, and spiritual health and the caliber of people in your inner circle."

## My TEC Group Vision

I believe in the idea that no one is successful alone, and the essence of this group lies in harnessing the collective wisdom from a diverse group of leaders. These members foster candid and direct discussions that empowers each member to expedite the time it takes to overcome both business and personal challenges, with the vision of maximizing every opportunity to grow and improve.

All members in this group aspire to be great leaders who aim to master leading their teams through times of change and crisis to benefit all stakeholders and ultimately have a meaningful and positive impact on the world.

## 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,

**TEC**CANADA