

# Annette Verschuren

## Speaker Information

Annette Verschuren is the Chairman and CEO of NRStor Inc., an Officer of the Order of Canada, and the author of *Bet On Me*.

The daughter of Dutch immigrants, Annette was raised on a dairy farm in Cape Breton. When Annette was a child, a serious heart attack left her father unable to perform physical labour. For the rest of her childhood and adolescence, Annette and her four siblings took over the farm duties, working hours each day in addition to attending school and playing sports. Annette credits the lessons she learned on the family farm with her extraordinary success in business.

After spending the first part of her career working in the government sector, Annette went on to co-found the craft chain Michaels Canada. She then became CEO of Home Depot Canada and Asia, where she led the firm's expansion from 19 stores to 179 stores with \$6 billion in revenue. Annette then changed gears and co-founded NRStor, a trailblazing clean tech firm that specializes in clean energy storage.

In her book, *Bet On Me: Leading and Succeeding in Business and in Life*, Annette shares the fundamental leadership lessons that took her from a small dairy farm to the upper echelons of Corporate Canada. And she outlines an inspirational message for a New Economy, where people, sustainability and profits are not an "either/or", but an "all/together" equation.

### Inquiries

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