

JENNIE COLEMAN

President & Co-Owner, Equifruit

ETHICAL SUPPLY CHAINS

RESPONSIBLE SOURCING

RETAIL LEADERSHIP

THE THREAT OF A GOOD EXAMPLE

A candid talk on culture, accountability and better business relationships

ABOUT THIS TALK

Jennie Coleman brings together lived business experience and practical insight to explore what it really means to lead with integrity. Through candid stories from her career, she takes audiences inside the messy, funny, uncomfortable and defining moments that shape a leader's voice.

This presentation is both inspiring and practical, offering a grounded look at how values are tested in real business situations and clear lessons audiences can apply to their own leadership, communication and decision-making. It shows how one person's example can influence a team, a company and an industry.

AUDIENCE TAKEAWAYS

- Recognize how corporate intimidation affects confidence, communication and decision-making in professional settings.
- Apply practical strategies to speak up with courage and authenticity in moments that matter.
- Identify how personal values can guide leadership decisions, strengthen influence and shape a positive example for others.

This session gives leaders sharper language for standards, a healthier approach to boundaries and a more practical way to build cultures people actually want to work in.

WHY JENNIE

As President and Co-Owner of Equifruit, Jennie has helped build North America's leading Fairtrade-certified banana importer. She brings a rare executive and operator's perspective to one of the most misunderstood conversations in food and retail: the true cost of cheap sourcing.

BEST-FIT AUDIENCES

- ✓ Professional and business associations
- ✓ Women's leadership groups
- ✓ Entrepreneurs, founders, CEOs and executives
- ✓ Values-driven organizations

CONTACT

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FEATURED APPEARANCES:

FAO World Banana Forum Global Conference, Rome (2024) | Fairtrade Banana Forum, Santa Marta (2025) | WEConnect International North America Summit, Toronto (2025) | Tuck School of Business, Dartmouth College (2025) | TEDx, University of Toronto (2026)

VIDEO SAMPLES:

BANANA JUSTICE
| IN CONVERSATION WITH
JENNIE COLEMAN |