

Workshop Hosts



Tia Upshaw

CEO, Award Winning Entrepreneur, TV Personality, Author, and Mother

Workshop: *Authentic Personal Branding*

About the Workshop: Join the Authentic Personal Branding Workshop with expert and CEO, Tia Upshaw, to discover your unique value, start crafting a compelling personal brand, and achieve success in a competitive market.

About Tia: Tia Upshaw is a dynamic mother, author, and serial entrepreneur dedicated to empowering women and fostering business excellence. As the founder and CEO of Blk Women in Excellence, she has created multiple successful businesses, inspiring countless individuals. Tia hosts "Tuesdays with Tia" on CTV Morning Live, her accolades include Business Leader of the Year, RBC Woman of Influence, the Nova Scotia Human Rights Rocky Jones Award, CBC Black Changemaker 2024 & Top 100 Black women in Canada.

Nancy Eke-Agu

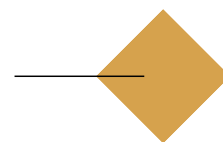
Principal Consultant, JDZ Technology Consulting Ltd.

Workshop: *AI in Marketing - Will the Role of Human Marketers Become Obsolete?*

About the Workshop: Discover how Artificial Intelligence (AI) can enhance, not replace, the role of human marketers while empowering you to leverage creativity, empathy, and cultural insight for impactful campaigns.



About Nancy: As a Certified Artificial Intelligence Transformation and Technology Projects Leader with over sixteen years of experience, Nancy specializes in AI consulting, governance, and risk management, leading complex projects that drive operational efficiency and change leadership. Her expertise extends to contract negotiations and delivering global AI solutions that promote transparency, fairness, and accountability while mitigating risks.



Workshop Hosts



Curtis Scalpen

*Co-Founder, Leadership in Focus |
President, Action Consulting*

Workshop: *Satisfaction is WORTHLESS.
Emotional Connection is EVERYTHING.*

About the Workshop: Learn how to create lasting customer loyalty by transforming satisfaction into emotional connection and crafting memorable experiences that set your business apart from competitors.

About Curtis: Curtis Scalpen is a relationship-driven leader, coach, and entrepreneur with over 20 years of experience across diverse industries. He has built iconic brands, worked globally, and is known for challenging the status quo. Returning to Atlantic Canada in 2015, Curtis focuses on regional growth and empowering leaders to transform relationships into competitive advantages. Whether he's coaching future stars, working with leaders for 'Leadership In Focus,' or delivering workshops, Curtis empowers leaders to transform relationships into competitive advantages.

Natalie Frederick-Wilson

Business Advisor, Centre for Women in Business

Workshop: *Entrepreneurship and Female Students*

About the Workshop: Join the RBC Alliance of Young Women Entrepreneurs program for free leadership coaching, business training, and networking opportunities designed to empower female students to become successful entrepreneurs.



About Natalie: Natalie Frederick-Wilson, a dynamic business advisor with the Centre for Women in Business, specializes in empowering young female entrepreneurs to turn their ideas into thriving businesses. As the leader of the SPICE program and a former award-winning business owner, she brings real-world expertise and passion for helping women navigate the start-up journey by connecting them to essential tools, advice, and training.