

pk mutch



EVE-OLUTION
BE FEARLESS

HIGHWIRE

LiisBeth

E: petra@eve-volution.com

C: 416-918-8677

P: she/her/elle

G: tkaronto, ON, Don Valley Watershed

SL: White, immigrant settler, cis-het, class migrant, urban + rural, elder gen-x, Single mom of one. Life partner.



W1: www.eve-volution.com

W2: www.liisbeth.com

W3: www.highwirecollective.ca

"Freedom is like taking a bath:
You got to keep doing it every
day"-*Florynce Kennedy*

International Work Experience:

United States, UK, Australia, New Zealand, Jordan (Middle East).

Languages: English, conversational German (first language)

Other pursuits: Collage/mixed media work, junk journals, book binding, meditation, piano, rucking.

Select Professional Highlights

- Publisher, founder, LiisBeth Media-the award winning voice of the growing feminist enterprise movement. 30 000 unique annual readers. 2600 subscribers.
- Founder, co-creator, HighWire Collective (formerly Eve-Volution Inc.) a feminist practice/theory informed JEDI program design and strategy entrepreneurship ecosystem development consultancy
- Founder/President of award winning and internationally recognized radically sustainable food processing enterprise (dairy)-\$1.8M in sales.
- Writer/Journalist: Published 80+ essays, op eds and reports related to gender inequality in entrepreneurship spaces.
- Profiled in Canada 150 Women: Conversations with Leaders, Champions and Luminaries, published Nov. 2017
- Adjunct faculty, University of Guelph, Entrepreneurship and CSR (2020)
- Founder/co-creator of Philanthropitch (2017)
- 20 years+ university, national nonprofit and private sector board experience
- President, McGraw-Hill Canada, Higher Education (1997-2004); Sales & Marketing Manager (Cda), Acquisitions Editor and VP Sales for John Wiley & Sons, New York, NY. 1991-1997
- McGraw-Hill Companies US Excellence in Leadership Award, 2003.
- Master Coach, Feminist Business Model Canvas, Radical Governance, Lean4Flourishing First Explorer; *New!* GEET (Gender-Smart Entrepreneurship Education & Training)
- Top 4% Canadian woman entrepreneur (Over \$1M in revenues)
- Recognized as "Inspiring 50 Women in STEM in Canada" in 2018
- Founder, CEO of world's greenest dairy/Premier's Award for Agri-Food Innovation
- EMBA, University of Toronto/Rotman School of Management, Ryerson Magazine Diploma in process, B.A. Honours/Mass Comm & Journalism, Carleton University

Speaking Topics & Workshops

- Why We Need Feminist Enterprises
- Radical Governance Practices
- Ecosystem Mapping, Engagement & Strategy
- Venture Feasibility Analysis
- Cash Flow for activists/entrepreneurs.
- Post Growth Entrepreneurship

pk mutch is a serial award-winning social entrepreneur, publishing professional, entrepreneurship curriculum consultant, and adjunct faculty at the Gordon S. Lang School of Management and Economics at the University of Guelph.

Mutch founded Fifth Town Artisan Cheese in 2004, known then as the world's greenest artisan dairy. In 2013, Mutch became the founder/managing member of the HighWire Collective (formerly Eve-Volution Inc.) and founder plus Publisher/Managing Editor for LiisBeth Media, a niche nonprofit, indie digital publishing venture that serves as a platform and voice for over 30 000 diverse women in entrepreneurial spaces who believe business can be a powerful ally in our collective quest to create a sustainable, fair and inclusive, people first world.

Mutch currently serves as the Entrepreneur in Residence at The Fifth Wave (Canadian Film Centre/Media Lab), Canada's first and at present only feminist-identified accelerator program for women entrepreneurs focused on growing digital media, film, gaming, and shared platform companies. Mutch also serves as a consultant and course facilitator for Rise Asset Development (Rise is an entrepreneurship training/loan fund for people experiencing mental health challenges, Elizabeth Fry Society My Start-Up program). Mutch joined Inanna Publications, a feminist publisher, as a growth consultant in 2022.

Mutch is a certified Feminist Business Model Canvas Master Coach and holds a B.A. Honours in Mass Communications/Journalism from Carleton University, plus an EMBA from the University of Toronto's Rotman School of Management. Additional select education includes a diploma in International Development (Loyalist), diploma work in magazine writing and design (MTU), and a variety of certifications including trauma-informed facilitation. Highwire Collective is an affiliate of the Post Growth Institute (Oregon, U.S.)

Mutch was recognized as one of Canada's Inspiring 50 women in April 2018 and as a top community collaboration by the Immigrant Women in Business association in 2019. Mutch also brings 20 years of non-profit and public sector board experience including The Canadian Women's Chamber of Commerce (present), Equitable Now, a grassroots social justice organization (present), Marigold Capital Advisory Board (present), and formerly, The Greenbelt Foundation Advisory Board, the Dean's Advisory Board at the Rotman School of Management (2007-2014); Queen's University Centre for Responsible Leadership; University of Guelph College of Management and Economics, the Canadian Nature Conservancy (National Board), ZooShare.ca, and Vice-Chair of the Board at the Ontario College of Art and Design University (OCADU)