

biography

Isabelle Mercier Turcotte

CATALYST, CO-FOUNDER

As a brand builder, business performance catalyst, and one of the best selling authors of the business and marketing book titled, **The Next Big Thing: Top Trends From Today's Leading Experts to Help You Dominate the New Economy**; Isabelle's sole purpose is to empower change and growth. "**Momentum Generator**" is her middle name and she has a relentless passion for helping entrepreneurs and small business owners raise the bar and expand their comfort zone to create outstanding brand experiences.

Isabelle's biggest strength is her no BS approach and ability to tell it like it is. She has the "Simon Cowell" edge and is not afraid to tell people what to do and how to do it. She is an inspirational speaker, a captivating storyteller, and has an unquenchable enthusiasm for life. She is consistently leading-edge in facilitating change, and her undeniable track record and authentic connection with people, has gained her worldwide influence and recognition.

Isabelle co-founded her first business venture a few years out of her teens, which quickly escalated to become one of Canada's most awarded branding and creative firms; from prestigious international design awards to national entrepreneur of the year. Isabelle was a true pioneer in branding, and to this day still continuously re-establishes the way people do business.

Throughout her career, Isabelle has had the opportunity to help hundreds of small business owners, as well as some influential brands such as A&W, Robeez Footwear, Earls Restaurants, IMAX Corporation, and HSBC Investments. She was instrumental in helping raise their business standards and redefine their industries through outstanding business strategies and forward-thinking communication tools.

With nearly two decades of hands-on experience in branding and business growth, as well as extensive learnings from traveling the globe, Isabelle is determined more than ever to help small business owners all over the world, catapult their way to massive success.



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