

# **Giovanna Mingarelli**

**Chief Executive Officer and Co-Founder at M&C Consulting and Mcrowdsourcing Canada (MC2) Inc.**  
Ottawa, ON, CA

Giovanna Mingarelli is an entrepreneur, crowdsourcing expert, public speaker and writer

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## **Biography**

As the CEO and Co-Founder of two international companies, M&C Consulting Inc. and Mcrowdsourcing Canada (MC2) Inc., Giovanna Mingarelli plays the dual role of technology entrepreneur and thought leader. For over a decade Ms. Mingarelli has worked in the field of political and digital communications and has served in the office of a former Prime Minister of Canada. Through her work with the multi-partisan organization, Equal Voice, she has been a Parliamentary witness and a keynote speaker relating to the advancement of young women in politics and digital democracy. A prolific writer, Ms. Mingarelli has contributed to: Harvard Business Review, The Globe and Mail, The Toronto Star, CBC-Radio Canada and the Hill Times. She is a regular contributor to the Huffington Post.

With a growing global recognition as an expert on gamification of politics, social engagement and crowdsourcing, Ms. Mingarelli has attended and been an active contributor to events at the White House in Washington, D.C., the World Economic Forum's Annual Meeting in Davos, Switzerland and the Annual Meeting of the New Champions in Dalian, China. In 2011, Ms. Mingarelli was named a Global Shaper by the World Economic Forum for her efforts to improve the state of the world through entrepreneurialism and civic engagement. In 2015 she was named one of Canada's Top 100 Most Powerful Women by the WXN. To this end, she's involved in many youth empowerment initiatives, such as Global Dignity Canada, which she Chairs in Canada. She holds a degree in Political Science and International Relations from Carleton University, where she is a social innovation mentor at 1125@Carleton. Her goal is to make life a game that we play.

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## **Industry Expertise**

Advertising/Marketing, Business Services, Public Relations and Communications, Social Media

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## **Areas of Expertise**

Social & Digital Media, Strategic Communicaitons, Entrepreneurship, Public Speaking, Politics, International Relations, Public Relations, Leadership, Fundraising, Start-Ups

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## **Affiliations**

Global Dignity Canada : Country Chair, World Economic Forum's Global Shaper

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## **Education**

**Carleton University**

B.A. Political Science, International Relations

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