



Maeghan Smulders from Mount Royal University in Calgary, Alberta, was named the 2011 **HSBC Woman Leader of Tomorrow**. Maeghan's ability to inspire her peers through passionate entrepreneurial leadership, coupled with the way in which she selflessly gives back to her community and country with unwavering spirit and determination made Maeghan the most deserving candidate to win this award.

Maeghan graduated with a Bachelor of Business Administration, specializing in General Management, and was involved with her Enactus team at Mount Royal University from 2009-2011. Taking on the role of Enactus President for the 2010-2011 academic year, Maeghan led a team of 36 active students to undertake 13 community outreach projects to build a stronger, more vibrant Calgary.

During her tenure with Enactus Mount Royal University, Maeghan developed the project **Snatch the Pebble** with the aim of providing a platform for learning, including access to tools and resources, that would enable wives of Canadian Forces military personnel to start their own home businesses. As a result of this project, eight women launched businesses in fields such as fashion, the arts, landscaping and health services.

Following the success of this project, Maeghan developed **Master the Blueprint**, an intensive 12-week course that taught women entrepreneurs how to create an effective business plan. Thanks to Maeghan, participants benefited from the business expertise of industry experts and Mount Royal University professors, after which they worked closely with an Enactus student to produce plans to maximize their business potential.

Outside of her work with Enactus, Maeghan was also an ambassador for her University through the "*changing the face of education*" campaign as well as being an avid volunteer both on and off campus. The results of her hard work, both in and outside of Enactus, have most certainly paid off, as she led her Enactus team to win their first regional championship title in four years.

In the month following her announcement as an **HSBC Woman Leader of Tomorrow**, Maeghan was inundated with an astounding **29 job offers** from organizations that had heard her story. Not knowing exactly which industry was the best fit for her, Maeghan embarked on an incredible journey of discovery by creating **Project ONE12**, an initiative that saw her intern at 10 jobs in 112 days across North America.

Maeghan is now the Director of Hype & Communication at PasswordBox, an innovative start-up based out of Montreal which recently secured a round of financing of \$6 million. PasswordBox is a password manager that lets users generate, store and protect multiple strong passwords without the need to memorize them.