



Joanne Thomas Yaccato



Joanne Thomas Yaccato is the president and founder of the Toronto-based consulting firm The Thomas Yaccato Group, known as **Corporate Canada's Gender Lens™**. TYG has spent over 15 years working with companies using a concept called Gender Intelligence™.

The philosophy is simple: if the needs of women consumers are at the epicenter of a company's strategic planning process, you'll raise the bar for everyone. As professional consumers, women notice everything. Incorporating a "gender lens" means serving the highest consumer standard represented by women's discerning habits and customs yet serving everyone else. Joanne's innovative business approach spans a wide spectrum - from working with banks throughout Africa with The World Bank to companies like Sobeys, IKEA and The Home Depot.

One of Canada's most popular business writers, Joanne uses her professional and personal experience and hilarious misadventures as the backdrop to all of her books. She is the author of four best-selling business books, including the runaway bestseller, *Balancing Act: A Canadian Woman's Financial Success Guide*. Her latest book *The Gender Intelligent Retailer* is a groundbreaking look at how companies can recession-proof their business by meeting the needs of women consumers.

Joanne is a regular contributor to Canada's media including CBC, CTV and the country's top financial press and national newspapers. She has been nominated for the Governor General's award, and has received two nominations each for the Ernst & Young's Entrepreneur of the Year Award and the YWCA's National Women of Distinction Award.

She lives in King City, Ontario and is married to aerospace engineer Michael McNeill, mother to a 15-year-old dynamo named Kathleen and spends most of her time bailing her demon dog, Caley, out of trouble.

