
NLOWE 2021 ANNUAL CONFERENCE

In Newfoundland and Labrador *women mean business.*



Mandy Woodland

Jellyfish

Workshop Presenter

April 27 | 10:00 AM (NDT)

Intertwined Success: The process of customer journey mapping and how helping your customers succeed will help you succeed

Mandy is a serial entrepreneur whose company Jellyfish works with progressive businesses to evolve and grow through innovation and design. She loves to talk about design thinking, experience design, healthcare and medtech, and innovation strategy. Mandy is currently a Director of the Innovation Business Investment Corporation, a Trustee of the Canadian Museum of Nature, and also runs business retreats for entrepreneurs. With a B.Sc. (Biology) from Memorial, LL.B. from Dalhousie, and a Masters of Technology Entrepreneurship and Innovation from the Sobey School of Business at SMU, Mandy applies her education and work experience to advance the technology and innovation sector in NL. She is a past winner of the Entrepreneur of the Year Award (Innovation) from NLOWE, former Chair of NATI, a Rotary award winner for community contribution, and was a fellow of the School of Graduate Studies at Memorial University.