

TRACY RIDLER

Management Consultant

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Tracy is a highly accomplished professional with expertise in partner management, program development, and public speaking. She possesses a deep conviction towards Indigenous worldview and reconciliation, particularly through economic empowerment. Her key skills and competencies include:

First Nations Engagement: Tracy excels in fostering meaningful relationships and partnerships with First Nations communities, organizations, and individuals. She understands the importance of engaging and collaborating with Indigenous stakeholders to ensure their perspectives and needs are valued and addressed.

Strategic Planning: Tracy is skilled in developing strategic plans that align with organizational objectives and promote the growth and success of Indigenous businesses. She has a proven track record of implementing effective strategies to support the economic development of Indigenous communities.

Strategic Marketing: Tracy understands the importance of strategic marketing in promoting Indigenous businesses and products. She possesses the ability to identify target markets, develop compelling marketing campaigns, and leverage digital platforms to maximize brand visibility and customer engagement.

Economic Development: Tracy is dedicated to driving economic development initiatives within Indigenous communities. She has successfully facilitated the establishment and growth of numerous Indigenous businesses globally, employing authentic and culturally relevant program development approaches.

Program Development: Tracy has a strong background in designing and implementing impactful programs tailored to the unique needs of Indigenous communities. She has worked closely with Indigenous organizations, governments, universities, and other partners to develop entrepreneurship programs that promote reconciliation, reciprocity, and the preservation of Indigenous business practices.

Tracy's contributions extend beyond her skill set. She has actively engaged with executives, senior government officials, and various stakeholders worldwide. Her public speaking experience includes delivering presentations and participating in panels at prestigious forums such as the United Nations Commission on the Status of Women and the United Nations Economic and Social Commission on Asia and the Pacific. Tracy has addressed critical topics like the economic empowerment of Indigenous rural women through entrepreneurship and Indigenous financial independence post-Covid-19.

Her commitment to community-first approaches is evident in her role as the founder of Shopify's Build Native Indigenous Entrepreneurship team. This pioneering initiative, developed in collaboration with Indigenous communities, governments, universities, and partners across North America and Asia and the Pacific, emphasizes reconciliation, reciprocity, and the unique qualities of Indigenous businesses and community needs.



Tracy's professional journey reflects her unwavering dedication to Indigenous empowerment, economic development, and reconciliation. Her exceptional skills, program development expertise, and public speaking engagements position her as an invaluable asset in driving positive change within Indigenous communities and promoting economic prosperity.

EMPLOYMENT HISTORY

Tracy has over 14 years of professional experience:

- Elevate Consulting, Management Consultant 2022-present
- Shopify, Chair Indigenous Employee Resource Group, Jan 2020 - Jun 2022
- Shopify, Build Native Partner and Operations Manager, Oct 2021 - Jun 2022
- Shopify, Indigenous Entrepreneurship Program and Community Manager and Founder, Oct 2020 - Oct 2021
- Shopify, Plus Specialist, Jul 2018 - Feb 2021
- Genentech, Research Biologist, Jul 2008 - Jun 2014

EDUCATION

- SFU Beedie School of Business, Vancouver, Master of Business Administration, Indigenous Business and Leadership Candidate Commencing Sep 2022
- UBC, Vancouver, Bachelor of Science, Anthropology Sept 2004 - Jun 2006
- UBC, Vancouver, Bachelor of Science, Biochemistry and Molecular Biology Sep 2004 – Jun 2008
- Langara College, Vancouver, Associate of Science Jan 2000 - Jun 2002

NOTABLE PROJECTS & PROGRAMS

Hawai'i Rising, Native Hawaiian Entrepreneurship Program, Oahu:

Tracy played a pivotal role in leading a 12-month community accelerator program designed specifically for Native and Indigenous business owners in Hawai'i. This program aimed to equip participants with the necessary skill sets, confidence, and resources to scale up their businesses and expand globally through e-commerce. Tracy's expertise and guidance were instrumental in empowering entrepreneurs and fostering economic growth within the Native Hawaiian community.

Entrepreneurth, Circum-polar entrepreneurship program, Yellowknife:

As a key contributor, Tracy contributed her expertise to a nine-month entrepreneur growth program that provided comprehensive support to 8-10 Northern Indigenous entrepreneurs. The program focused on equipping participants with the essential skills, knowledge, and support needed to elevate their

businesses to the next level. Tracy played a significant role in delivering an Indigenized business curriculum that catered to the unique needs and aspirations of the participants, fostering their growth and success.

Manaaki, Māori Entrepreneurship Program, Auckland:

Tracy was instrumental in establishing and driving the success of Manaaki, a groundbreaking social network dedicated to supporting small businesses in Aotearoa. Through an online community, entrepreneurs were empowered with valuable content, skills, mentoring, and advice from seasoned business experts. Tracy's efforts resulted in over 300,000 Indigenous people in New Zealand engaging with Manaaki since its inception in March 2020. Her vision and leadership significantly contributed to the growth and prosperity of Māori entrepreneurs.

Indigenous Entrepreneurship Education, Shopify:

Tracy led the creation of an Introduction to Indigenous E-commerce course as part of a pilot project at Shopify. Recognizing the importance of being purposeful and authentic in education, she ensured that the course was tailored to meet the specific needs of Indigenous communities worldwide. By developing an inclusive entrepreneurship learning environment, Tracy facilitated the uptake of the platform and program among Indigenous individuals globally, enabling them to thrive in the e-commerce industry.

Indigenous Data Analysis, Shopify:

Tracy spearheaded the development of a custom SQL Query at Shopify, which effectively identified Indigenous Entrepreneurs and other demographics using publicly available data. Her innovative approach involved scraping specific vernacular and attributions, such as Indigenous nation and place names, from various publicly available data libraries. This data analysis method successfully matched search terms found on the merchants' websites, enabling the identification and recognition of self-identified Indigenous merchants. Tracy's work played a vital role in amplifying the visibility and representation of Indigenous entrepreneurs within the Shopify ecosystem.

Through her exceptional contributions to these notable projects and programs, Tracy demonstrated her proficiency in program development, strategic planning, and community engagement. Her commitment to empowering Indigenous entrepreneurs and fostering economic development has had a significant and lasting impact on Indigenous communities globally.