

pk mutch



HIGHWIRE
activating radical entrepreneurship
LiisBeth

E: petra@eve-volution.com

C: 416-918-8677

P: she/her/elle

G: tkaronto, ON, Don Valley Watershed

SL: White, immigrant settler, cis-het,
class migrant, urban + rural, elder gen-x,
Single mom of one. Life partner.



W1: www.highwirecollective.ca

W3: www.pkmutch.com (personal)

"Freedom is like taking a bath:
You got to keep doing it every
day"-*Florynce Kennedy*

International Work Experience:

United States, UK, Australia, New
Zealand, Jordan (Middle East).

Languages: English, conversational
German (first language), Basic French,
Self-learning basic Anishinaabemowin

Other pursuits: Collage/mixed media
work, junk journals, book binding

Select Professional Highlights

- Publisher, founder, LiisBeth Media-the award winning voice of the growing feminist enterprise movement. 30 000 unique annual readers. 2600 subscribers.
- Founder, co-creator, Highwire Collective (formerly Eve-Volution Inc.) a feminist B2B practice/theory informed consultancy collective serving entrepreneurship ecosystems.
- Founder/President of award winning and internationally recognized radically sustainable food processing enterprise (dairy)-\$1.8M in sales.
- Writer/Journalist: Published 80+ essays, 98 newsletters, op eds and reports related to entrepreneurship _ feminisms + post growth/non extractive finance options entrepreneurship spaces. Columnist at rabble.ca
- Profiled in Canada 150 Women: Conversations with Leaders, Champions and Luminaries, published Nov. 2017
- Adjunct faculty, University of Guelph, Entrepreneurship, Innovations and CSR (2020) at Masters and undergraduate level.
- Founder/co-creator of Philanthropitch (2017)
- 20 years+ of university, national nonprofit and private sector board experience
- President, McGraw-Hill Canada, Higher Education (1997-2004); Sales & Marketing Manager (Cda.), Acquisitions Editor and VP Sales for John Wiley & Sons, New York, NY. 1991-1997; McGraw-Hill Companies US Excellence in Leadership Award, 2003.
- Lean4Flourishing First Explorer; Certified *Offers and Needs Market Facilitator*, *Trauma of Money certified facilitator*.
- Top 4% Canadian woman entrepreneur (Over \$1M in revenues)
- Recognized as "Inspiring 50 Women in STEM in Canada" in 2018
- Founder, CEO of world's greenest dairy/Premier's Award for Agri-Food Innovation
- EMBA, University of Toronto/Rotman School of Management, Ryerson Magazine B.A. Honours/Mass Comm & Journalism, Carleton University

Speaking Topics & Workshops

- Activist Entrepreneurship
- Radical Governance Practices
- Ecosystem Mapping, Engagement & Strategy
- Venture Feasibility Analysis
- Cash Flow for activists/entrepreneurs.
- Post Growth Entrepreneurship
- Speculative Fiction & Entrepreneurship

pk mutch is a serial award-winning social /feminist entrepreneur, entrepreneurship curriculum consultant, experienced board director/chair, and adjunct faculty at the Gordon S. Lang School of Management and Economics at the University of Guelph teaching advanced entrepreneurship (4th year undergrad, current), Innovation and Creativity (Masters), Innovation Management (Masters, 2024) and Corporate Social Responsibility (CSR) in prior years.

Formerly the President of McGraw-Hill Ryerson Higher Education (\$47M) for seven years, Mutch later founded award-winning Fifth Town Artisan Cheese (2004-2012) then known then as the world's greenest artisan dairy. In 2013, Mutch founded the HighWire Collective (formerly Eve-Volution Inc.) and LiisBeth Media, a niche nonprofit, indie digital publishing venture that served as a platform and voice for over 30 000 diverse feminist entrepreneurs (2015-2023). LiisBeth merged with rabble.ca in 2023. Mutch is a monthly columnist for rabble.ca and serves on the rabble.ca board.

Mutch has worked diverse women's organizations and supported the development of the first women's incubator program in Aman, Jordan. Mutch co-founded served as the Entrepreneur in Residence at The Fifth Wave (Canadian Film Centre/Media Lab), Canada's only feminist-identified accelerator program for women in digital media. Mutch' clients include Rise Asset Development, Elizabeth Fry Society and Up with Women. Mutch has also worked with the Canadian Women's Foundation (Feminist Entrepreneurship)

Mutch holds a B.A. Honours in Mass Communications/Journalism from Carleton University, plus an EMBA from the University of Toronto's Rotman School of Management. Additional select education includes a diploma in International Development (Loyalist), diploma in magazine writing and design (MTU), and certifications including Trauma of Money, Feminist Business Model Canvas, Lean4FLourishing, PGI Offers and Needs Markets, and trauma-informed facilitation.

Mutch was recognized as one of Canada's Inspiring 50 women in STEM in April 2018 and as a top community collaboration by the Immigrant Women in Business association in 2019. Mutch brings 20 years of non-profit and public sector board experience including CCEDNET (present) The Canadian Women's Chamber of Commerce (present), Learn for Flourishing (present) and Natural Burial Association. Past: Equitable Now, a grassroots social justice organization, Marigold Capital Advisory Board, The Greenbelt Foundation Advisory Board, the Dean's Advisory Board at the Rotman School of Management (2007-2014); Queen's University Centre for Responsible Leadership; University of Guelph College of Management and Economics, the Canadian Nature Conservancy (National Board), ZooShare.ca, and Vice-Chair of the Board at the Ontario College of Art and Design University (OCADU)

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- Over 20 years of board governance experience at Director Chair and VC level.
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Mutch has worked with indigenous entrepreneurs, and supported the development of the first women's incubator program in Imman, Jordan. Mutch co-founded and currently serves as the Entrepreneur in Residence at The Fifth Wave (Canadian Film Centre/Media Lab), Canada's first and at present only feminist-identified accelerator program for women entrepreneurs in digital media, film and gaming. Mutch also serves as a consultant and course designer/ facilitator for Rise Asset Development, Elizabeth Fry Society and Up with Women.

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LiisBethMX
Strengthening the Feminist Economy

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Mutch currently serves as the Entrepreneur in Residence at The Fifth Wave (Canadian Film Centre/Media Lab), Canada's first and at present only feminist identified accelerator program for women in digital media. Mutch also serves as an entrepreneurship educator, consultant and course facilitator for Rise Asset Development (Entrepreneurship training/loan fund for people experiencing mental health challenges, Elizabeth Fry Society My Start Up program), and as adjunct faculty in Entrepreneurship at the University of Guelph's Gordon S. Long School of Business and Economics.

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Mutch is a certified Feminist Business Model Canvas Master Coach, Growth Wheel advisor, and holds an B.A. Honours in Mass Communications/Journalism from Carleton University, an EMBA from the University of Toronto's Rotman School of Management. Mutch completed several courses at Ryerson's Magazine Publishing program from 2014-2016, and as a committed life long learner, is engaged in ongoing coursework related to intersectional feminist theory/practice, anti-racism and decolonizing work, special topics in social movements/change/innovation, plus trauma-informed facilitation/management.

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