



## Firecircle Leadership

### Deneen Allen, Founder and CEO

Entrepreneur, developer and mentor, Deneen Allen has over 25 years' experience as a hospitality and tourism strategist, with a deep understanding of the tourism sector in Canada and internationally.

Deneen has a passion for entrepreneurship and understands the challenges of rural, Northern and Indigenous tourism development in Canada: in her career she has owned and operated her own design and construction company, a rural corporate retreat, cooking school and catering company and two gourmet food shops. In 2008, Deneen founded Pure North Canada, a boutique hospitality and tourism consultancy that has been empowering dozens of rural, Northern and Indigenous individuals and communities across the country ever since to envision, build and grow dozens of projects and businesses: destination tourism strategies, community tourism plans, lodges, camps, glamping, parks, hotels, resorts, food concepts, cultural centres and more.

Now Deneen is applying this vast knowledge of tourism and hospitality as the lead program and content developer, conductor and mentor at Firecircle. She leads a national team of learner experience, technology and marketing specialists and a growing team of tourism and hospitality advisors who share Firecircle's sensibility for down-to-earth communication and support while helping entrepreneurs take control, whether they are just starting their business or looking to revamp their existing operations.

From market placement to brand story to product design, physical product development, operations, marketing and finance, Deneen's passion for the tourism and hospitality industry in Canada is the driving force behind Firecircle.

Deneen holds a BA in Economics from the University of Western Ontario (Western University), accreditations in Hotel Marketing, Hotel Design and Hotel Financial Management from Cornell University's School of Hotel Administration and is an alumnus of the 2010 Social Venture Institute.



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