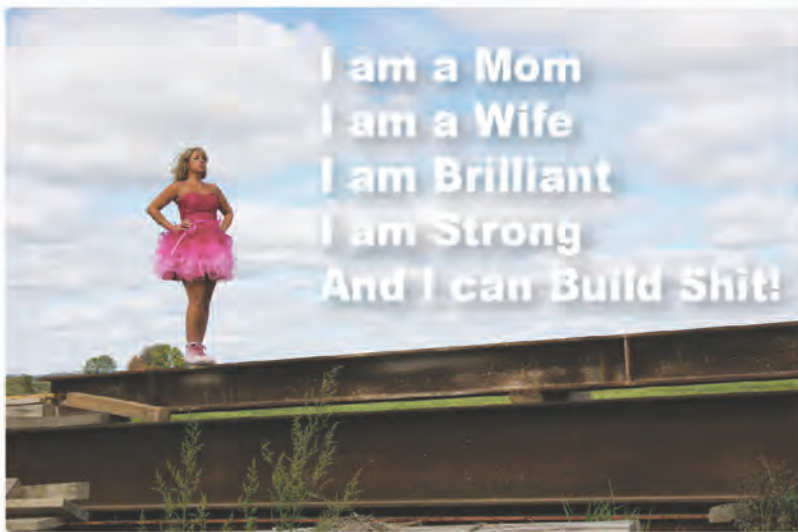


MARISSA MCTASNEY

CEO – Moxie Trades • Speaker • Coach • Author

About

Marissa McTasney is the Pink Work Boot Lady in her footwear circles and known in the business world as a woman with moxie. She is the founder and President of Moxie Trades Ltd.



Moxie Trades is now a multi-million dollar threat in the safety footwear industry and the most recognized brand of women's safety footwear in Canada. Moxie Trades safety footwear can be found in over five hundred retail outlets across North America.

Moxie; mo'kse; is the ability to face fear with spirit and courage.

With the birth of her children, Carter and Frankie she wrote a book for them based on her philosophical hopes for their futures that included a powerful mantra.

Her mantra is "Dream Big, Think the Impossible, Love Passionately and Give Generously"

Marissa decided to pursue her mantra and ditched her high heels in her corporate job for work boots in the trades' industry. She returned to school to study the skilled trades. On the first day of the program, all twenty two women bought men's work boots. This marked Marissa's "aha moment."

Her entrepreneurial instincts kicked into high gear and she made it her personal mission to fill this gap in the market and to inspire women to have moxie along the way.

In 2008, Marissa pitched her business on the CBC's, Dragons' Den and partnered with oil and gas tycoon, investment banker and philanthropist; W. Brett Wilson.



www.moxietrades.com
www.marissamctasney.com
www.gotmoxiechallenge.com



Marissa has appeared on several national and regional outlets including; Cityline, Steven and Chris, CBC's Made in Canada, CBC's Sunday Night News, CTV Edmonton and CTV Calgary, SHAW Calgary, Breakfast Television Toronto, BT Edmonton and BT Calgary. Marissa has been featured in numerous publications including Style at Home, Canadian Living, Builder's Architect, Momprenneur, Toronto Sun, Toronto Star, Globe & Mail and the National Post.



Over the years, Marissa has also been written about in several books including Feminine Capital by Dr. Barbara Orser and Catherine Elliott; and W. Brett Wilson's book- Still Making Mistakes; as well in in Post Secondary Accounting Text Books by McGraw Hill Ryerson.



As an active philanthropist, Marissa has partnered with various local Habitat for Humanity chapters, became one of the Women's Build ambassadors in the Durham Region and has donated several thousand dollars in fundraising and product donations. Additionally, she has sent a planeload of clothing, work boots, blankets and kids shoes to Haiti. Her family continues to sponsor children with World Vision. Marissa is also an active community member and often participates in round table discussions concerning women entrepreneurs, the empowerment of young women and economic prosperity.

In fall 2014, Marissa participated in an Expert Panel, Ministry of Status of Women for the Government of Canada and Minister of Labour. Marissa toured across the country working with hundreds of entrepreneurs researching and reported on Canadian entrepreneurship for women.

In 2015, Marissa launched the Got Moxie Challenge along with a Guinness World Record Challenge. Marissa hopes to encourage young women to declare and find their moxie. These efforts are ongoing.

Marissa toured across Canada with StartUp Canada's #EveryEntrepreneur tour in the Fall of 2015. She was a keynote speaker, ran Policy Hackathons, Policy Hearings, and even acted as Minister of Status of Women during StartUp Day on the Hill.

On March 8, 2016, Marissa was named the Fellow for Women Entrepreneurs with StartUp Canada so she is able to continue her efforts with gender equality issues and entrepreneurship.

In the fall of 2016, Marissa was elected as leader of the StartUP Durham Community. Her vision is to collaborate with the twenty-six entrepreneur organizations within the region and to elevate the profiles of entrepreneurs in her community. She aims to create a world-class environment for entrepreneurs to connect and thrive nationally and globally.



Marissa continues to celebrate the many accomplishments of woman through her regular contests on Moxie Trades. These include; Durham's Woman of the Year, Moxiest First Responder, Moxiest Tradeswoman, Moxiest Work Woman and monthly Moxies.



Marissa is also leading the Canadian Delegation which will participate in the Women March in Washington, DC on January 21, 2017.

Marissa is also gearing up for her tenth anniversary with Moxie Trades and her famous pink work boot and is challenging everyone to conquer their fears on March 27, 2017 with the National Day of Moxie.



This journey has been full of all the tribulations and triumphs of entrepreneurship. Throughout the adventure, Marissa has remained steadfast in her convictions and values. She lives happily in a cozy colourful home in Brooklin, Ontario with her husband, two kids and three dogs.