

ProfoundImpact

FOR IMMEDIATE RELEASE

TWO FEMALE LEADERS FROM LOCAL TECH STARTUP PROFOUND IMPACT RECOGNIZED FOR OUTSTANDING COMMUNITY EFFORTS

As the first place winner and a finalist of two major awards, Sherry Shannon-Vanstone and Sherryl Petricevic are recognized for their exceptional contributions to the Waterloo Region community.

WATERLOO, ON | MAY 7, 2021 — Profound Impact Corporation, a Waterloo Region-based startup providing a next-generation social engagement and interaction platform, is proud to announce that two of its executive members, Sherry Shannon-Vanstone and Sherryl Petricevic, are the first place winner and a finalist of two major awards in the Waterloo Region. Sherry Shannon-Vanstone, Founder and CEO of Profound Impact, was named the recipient of the K-W Oktoberfest Rogers Women of the Year STEAM Award presented by Rogers. Sherryl Petricevic, Account Executive of Profound Impact, was named a finalist for the Fresh Innovators Award presented by Leadership Waterloo Region.

The K-W Oktoberfest Rogers Women of the Year STEAM Award, sponsored by Enbridge, recognizes and pays tribute to outstanding women in the community for their exceptional advancement to the field of science, technology, engineering, arts and math. As a highly regarded serial entrepreneur, mathematician, innovator, philanthropist, mentor, and trailblazer in the field of STEM for young women, the award recognizes Sherry's efforts and success in paving a future for women in technology. As an involved member in the community, Sherry holds several active roles as the Founder and CEO of Profound Impact Corporation, Co-Founder and Co-Chair of the Waterloo Region chapter of Women in Communications and Technology (WCT-WR), and Co-Chair of Perimeter Institute's Emmy Noether Council.

"I am honoured to be the recipient of an award that encompasses the mission I have upheld throughout my career," said Sherry Shannon-Vanstone. "My hope is that other women in STEM use this award as a reminder that you can achieve anything you put your mind to, and that we have the power and knowledge to make change and innovate beyond measure."

In its inaugural year, the Fresh Innovators Awards presented by Leadership Waterloo Region recognize changemakers who are digging into Waterloo Region's challenges, creating solutions, and turning ideas into action. As Co-Chair of the Waterloo Region chapter of Women in Communications & Technology and a regular contributor to the Waterloo Region community, being a finalist for the award amplifies the significant impact Sherryl has made on the Region — from

supporting startups through Communitech and the Waterloo Region Economic Development Corporation to advancing the cybersecurity community and developing mentorship opportunities for young professionals.

“I am grateful to be a finalist for the Fresh Innovators Award in its inaugural year,” said Sherryl Petricevic. “Waterloo Region breeds a culture of creativity and innovation, and it is important that we celebrate the community leaders who are making a difference across all fronts in order to inspire a new generation of changemakers to make an impact.”

As powerhouses in the Waterloo Region community, Sherry and Sherryl have joined forces to pursue Profound Impact Corporation, a digital community and interaction platform set to revolutionize alumni, faculty and student engagement for academic and research institutions around the world.

Both leaders look forward to what the future holds for their individual careers and their collaborative efforts advancing Profound Impact. With several projects in the works, the recognition from both awards will serve as a driving force behind Sherry and Sherryl’s mission to break barriers for women everywhere.

For more information about the K-W Oktoberfest Rogers Women of the Year Awards, visit <https://www.oktoberfest.ca/woy-nomination-process/>.

For more information about the Fresh Innovators Awards, visit <https://leadershipwaterlooregion.org/content/fresh-innovators-awards-nominations>

For more information about Profound Impact, please visit www.profoundimpact.com.

–30–

ABOUT PROFOUND IMPACT CORPORATION

Profound Impact connects great people to do great things by providing a unique and transformational digital community to measure the worldwide impact of an organization and by facilitating and accelerating connectivity to inspire collaborative solutions to difficult global problems.

Website: www.profoundimpact.com

Facebook: [@aprofoundimpact](https://www.facebook.com/aprofoundimpact)

Instagram: [@aprofoundimpact](https://www.instagram.com/aprofoundimpact)

LinkedIn: [Profound Impact Corporation](https://www.linkedin.com/company/profound-impact-corporation)

Twitter: [@aprofoundimpact](https://twitter.com/aprofoundimpact)

For media inquiries, please contact:

Madison Lambden

519-994-1912

media@profoundimpact.com

Shannon Dodangoda

905-806-7190

media@profoundimpact.com