

MEDIA RELEASE

FOR IMMEDIATE RELEASE
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CEO DIANNE WILKINS KICKS OFF CALGARY CHAMBER OF COMMERCE INSPIRE SERIES

CALGARY – Just a few decades ago, [Critical Mass](#) was founded by a pair of Calgary entrepreneurs. Today it's a global experience design agency of more than 950 employees, with offices in 11 cities and six countries. At the helm is CEO Dianne Wilkins, leading and guiding this innovative global agency through the choppy waters of global expansion amidst a worldwide digital business transformation.

On September 27, the Calgary Chamber of Commerce is hosting Dianne Wilkins as the inaugural speaker in its *Inspire: Leadership* series. The Inspire series has been designed to expose some of Calgary's most successful global exports to a local audience.

"Calgary's entrepreneurial environment has helped to launch incredibly unique and successful companies who are redefining what we've come to expect from business in this city," explains Chamber President & CEO Sandip Lalli. "We are very excited to hear from Dianne as our first Inspire speaker about her business journey as an entrepreneur; the lessons she has learnt and how Critical Mass is one of Calgary's organizations at the forefront of innovation."

Wilkins is looking forward to the opportunity to talk about navigating a business amidst today's pace of change, the future of talent, and how building a meaningful team has been integral to its success.

"Critical Mass was born and bred in Calgary, and we have been fortunate to export our tremendous culture to offices around the globe, and to derive great success as partners to some of the world's best brands by drawing upon our Calgary roots," says Wilkins. "I'm excited to share with established and emerging leaders just how our story, values and experience have led to Critical Mass' success both in the Calgary community and around the globe."

The Inspire Series launches on Thursday September 27, with Dianne Wilkins at the Bella Theatre at Mount Royal University. The Inspire Series continues on November 6 with Bryan de Lottinville from [Benevity](#), and on December 5 with Ray Price from [Sunterra Group](#). Tickets for the series, as well as individual events, are available from the [Calgary Chamber website](#).

To schedule an interview with Dianne Wilkins, contact Lindsay Krzepkowski, Communications Manager, at 403.667.5712 or lindsayk@criticalmass.com.

To schedule an interview with Sandip Lalli, contact media@calgarychamber.com

ABOUT CRITICAL MASS

Critical Mass (www.criticalmass.com) is a digital experience design agency with a relentless focus on the customer. Founded in Calgary in 1996, the agency has steadily expanded into a group of over 950 people working in 11 offices across North America, Europe, Asia, Latin America, and South America. For over two decades, Critical Mass has used design thinking, emerging technology, and customer empathy to drive engagement, loyalty, and business results for clients. Their expertise spans Strategy Consulting, Experience Design, Marketing Communications, Implementation, and Marketing Science. Critical Mass is a part of Omnicom Group.

ABOUT THE CALGARY CHAMBER

The Calgary Chamber is an independent non-profit, non-partisan business organization. For 127 years the Chamber has worked to build a business community that nourishes, powers and inspires the world.