



Media Kit 2025

Jackee Kasandy

Founder & CEO | Kasandy Inc. & BEBC Society
| Global Keynote Speaker | Entrepreneurial
Ecosystem Advocate | Facilitator | Champion
for Impactful Business Growth Through
Procurement.

@jackeekasandy | @kasandyinc

Jackee@kasandy.com | Kasandy.com



About Jackee

Jackee Kasandy is a Kenyan-born, Canadian entrepreneur, speaker, and social innovator reshaping how we view business, equity, and impact. She is the founder of Kasandy Inc., a fair trade retail business that makes Canadian products as well as sources handmade goods from global artisans, and the founder and Executive Director of the BEBC Society . With a background in marketing and a career that spans multinational corporations to purpose-driven ventures, Jackee brings unique insights on inclusive procurement, ethical retail, and the future of equitable entrepreneurship.

Jackee is a dynamic keynote speaker and trusted facilitator who uses storytelling, strategy, and community wisdom to inspire action, especially at the intersections of race, gender, and economic equity.

Her voice has reached stages across Canada, including the Women's Economic Council, national supplier diversity conferences, corporate events, summits, and community entrepreneurship events.

Her Expertise

Jackee is a seasoned expert in retail, marketing, procurement, and strategic business practices, with over two decades of corporate advertising and marketing experience and a decade as a successful entrepreneur.

EXPERTISE

- Entrepreneurship | Retail | Business Coaching
- Branding, Marketing & Digital Media Strategist
- Research, Data & Transformation
- Advocacy and Community Engagement
- Supplier Diversity & Procurement

HIGHLIGHTS

- A Successful entrepreneur with a 7 figure lifestyle brand | [Kasandy Inc](#)
- Almost 2 decades of corporate plus 9 yrs entrepreneurship experience
- Deep expertise in omni-channel and mass market digital and retail strategy
- Founder and CEO | [BEBC Society](#)
- Board of Director & on Governance Committee at [Union Gospel Mission](#)
- [Recently appointed by Minister Ravi Kahlon to the BC Housing Board as a commissioner](#)



A recognized leader in procurement strategy and supplier diversity, Jackee has been instrumental in creating and teaching a groundbreaking, first-of-its-kind procurement course for the supplier. She designed the course to help suppliers become certification-ready while enabling corporations to diversify their supply chains. By equipping organizations with practical tools and strategies, the course builds the capacity of suppliers to achieve certification and effectively engage in procurement opportunities with public and private corporations. It also empowers these corporations to integrate more underrepresented suppliers, fostering inclusive procurement practices that drive innovation and benefit businesses and communities alike. Beyond teaching, Jackee is a passionate advocate for systemic changes in procurement policies, collaborating with industry leaders to promote equity and the meaningful inclusion of diverse suppliers at every level of supply chain management.

Her extensive experience also includes large-scale, multi-year marketing initiatives such as product launches, mass-market retail strategies, customer journey redesign, store operations, digital transformation, sustainability, and innovation. Jackee's ability to drive impactful results has earned her recognition as a trusted leader in both corporate and entrepreneurial spaces.

Her thought leadership and entrepreneurship journey have been featured in national and international media, including Montecristo Magazine, and she was recognized by the Vancouver Economic Commission as one of the "23 Black Leaders in Vancouver" for her advocacy, education, and leadership in supporting women and business owners.

Her career reflects a commitment to driving innovation, advocating for systemic change, and empowering businesses to thrive through impactful strategies.



Signature Keynotes



From Kenya to Canada: Building a 7-Figure Ethical Brand



How Jackee turned an idea born in a Nairobi market into a thriving business on Granville Island in Vancouver BC. An inspiring story of resilience, purpose, and scaling a retail brand rooted in social impact.

Procurement as a Growth Strategy: How Diverse Suppliers Win in Local & Global Markets



This session is a game-changer for entrepreneurs ready to scale. It demystifies how public and private procurement can be a powerful pathway to consistent revenue, market expansion, and long-term sustainability. You'll learn why getting certified, bid-ready, and procurement-aware is one of the smartest moves a business can make. Packed with real-world examples and strategic insight, this talk inspires diverse suppliers to tap into billion-dollar opportunities and position themselves for success both locally and internationally.

Rewriting the Narrative: Black Entrepreneurship in Canada



Explores the challenges and triumphs of Black business owners in Canada — and how we can create systems that support success, not just survival.

Social Impact Through Business: The New Model of Entrepreneurship



Why today's most successful businesses are driven by more than profit. This keynote explores how conscious consumerism, circular economy and continued fair trade can shape a better world.

Breaking Barriers: Women Leading in Business



Raw, insightful, and energizing. Jackee shares hard-won lessons and powerful strategies for women navigating leadership in traditionally exclusive spaces.



Workshops & Facilitation Topics

- Procurement 101 for Diverse Suppliers
- Investment Readiness for Small, Medium and Newcomer Entrepreneurs
- Retail & eCommerce Strategy for Creatives & Makers
- Entrepreneurship Financial Literacy for Early & Mid-Stage Entrepreneurs
- Supplier Diversity as a Tool for Economic Justice
- Storytelling for Business Growth

Jackee also facilitates panels, roundtables, and corporate dialogues on procurement, economic development, women empowerment, entrepreneurship equity.






Possible Sessions Descriptors

Procurement Readiness: Your Doorway to Opportunity

Credit, Capital & Confidence




Learn how to fuse
impact with profit,
and build a business
that customers
believe in.

**Building a Brand
That Matters**

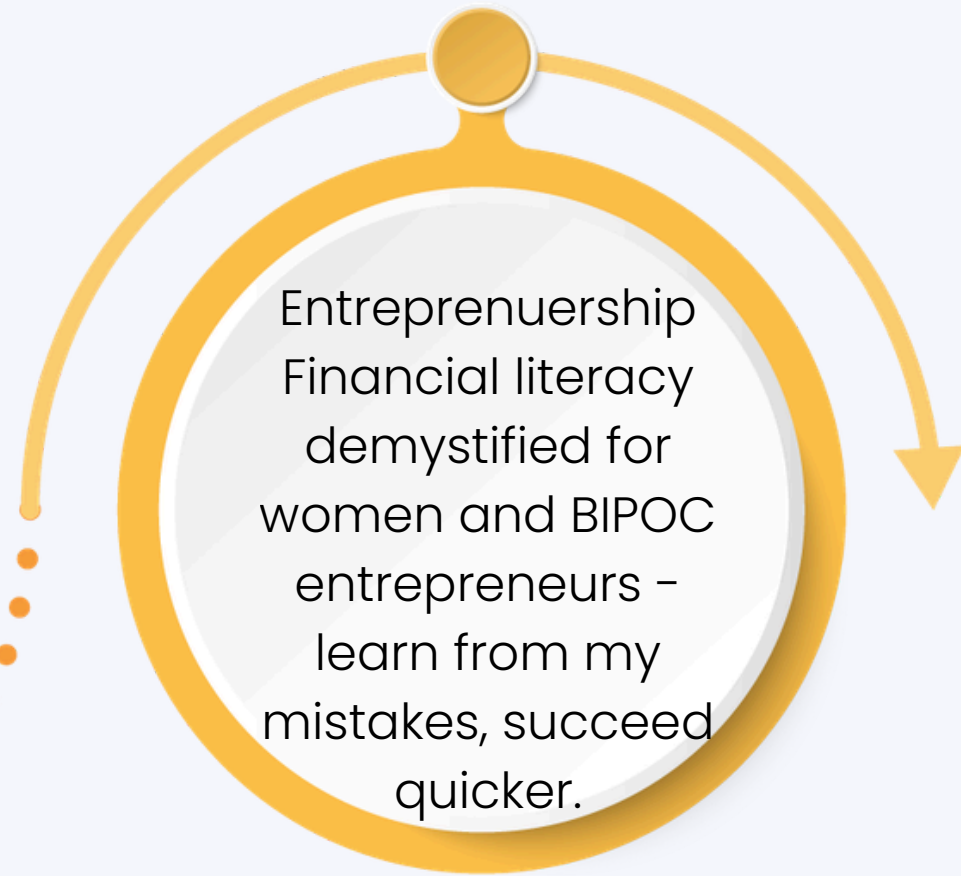


Unlock contracts
with corporations
and government
through practical
procurement
readiness.



The A-Z of
diverse supplier
certification
and what it
takes to win
contracts.

**Certified & Ready
to Bid**



Entrepreneurship
Financial literacy
demystified for
women and BIPOC
entrepreneurs -
learn from my
mistakes, succeed
quicker.

- **Supplier Diversity Conferences**
- **Women in Business Summits**
- **Corporate EID/ESG Events**
- **Small Business & Start-Up Forums**
- **Government Economic Development Forums**
- **Youth Entrepreneurship Programs**
- **Community Impact & Social Enterprise Gatherings**
- **Policy conferences**
- **Lunch & Learns**
- **Business events**



Audience Fit

Press & Media Coverage

[CTV Montreal](#)

[ByBlacks](#)

[Hill Times](#)

[Canadian Press \(dozens of mentions like this\)](#)

[Global BC Morning Show May 26](#)

[Global BC May 26 \(repeat several times\)](#)

[CP24 News Summit \(Day of\) Piece](#)

[CP24 Live Interview](#)

[Globe and Mail](#)

[Global BC](#)

[City Toronto](#)

[The Business Immigrant](#)

[Global BC](#)

[CBC Radio](#)

[Toronto this Weekend](#)

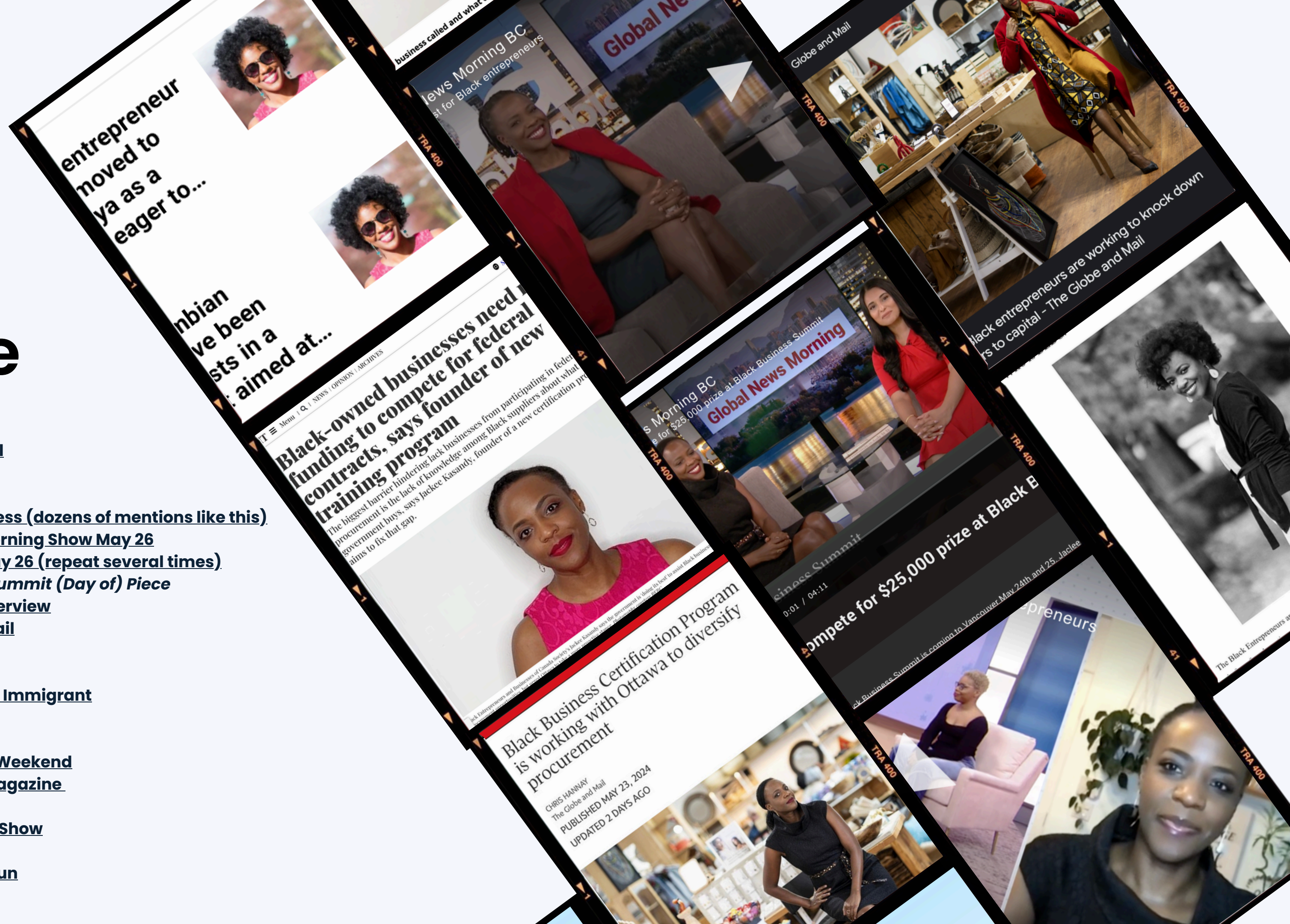
[Melanistic Magazine](#)

[Global BC](#)

[The Morning Show](#)

[Global BC](#)

[Vancouver Sun](#)

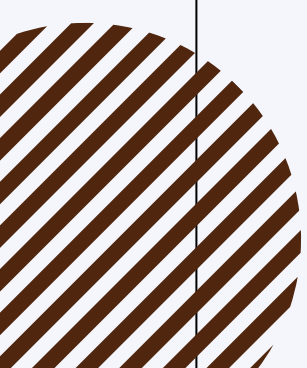


Media Reach

- 28k Loyal IG Followers |
@jackeekasandy @kasandyinc
@kasandylocallyglobal
- 3.6k LinkedIn Followers
- 27k Email subscribers through BEBC
- 2.4mil Earned Media Value through
BEBC media push (380+ national
media mentions)

The Morning Show

New initiative seeks to elevate budding Black Canadian entrepreneurs





Get In Touch

For Project and Collaboration

JACKEE@KASANDY.COM

@JACKEEKASANDY

LINKEDIN PROFILE

778-385-4480

HEAD SHOTS