

STEPHANIE LIPP

IMPACT STRATEGY
& MISSION-DRIVEN
INNOVATION EXECUTIVE

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Founder, impact strategist and public-facing leader who has built a Canadian biomaterials venture from early discovery through applied research, pilot production and international market development. Developed the company's three-year ESG strategy and impact framework; secured approximately CAD \$215K in non-dilutive funding and in-kind support; and mobilized partners across research, industry and innovation ecosystems. An invited speaker across Canada and Europe, known for translating complex systems into clear strategy, credible narratives and disciplined action.

EXECUTIVE EXPERIENCE

CO-FOUNDER & CEO

MycoFutures | 2021 – present | Montréal, QC

Canadian biomaterials venture developing fungi-based alternatives to animal leather and petroleum-based synthetics for hospitality, fashion and sustainable design.

- Led the transformation of a rural Newfoundland mushroom farm into a nationally recognized biomaterials venture; conducted competitive research and customer discovery, built the commercialization thesis, and repositioned the company within the final weeks of an eight-week pre-accelerator.
- Authored the company's mission, market thesis and long-term impact vision, embedding circular-economy and triple-bottom-line principles across product development, manufacturing strategy, partnerships, commercialization and public communications.
- Developed a three-year ESG and sustainability strategy using an established materiality methodology; assessed stakeholder and business priorities, selected six material topics, defined eight impact KPIs, and translated them into objectives, operating priorities, partnership criteria and a phased roadmap.
- Secured approximately CAD \$215K in grants, pitch awards, research funding and in-kind support; held primary authority for resource allocation and concentrated scarce capital on technical de-risking, pilot production and customer validation.
- Structured and managed externally funded R&D collaborations with institutions including Lambton College/Mitacs and Impact Chemistry through NRC IRAP CONNECT; used research to rule out an unsuitable liquid-fermentation pathway and to develop a tanning protocol that improved appearance, hand feel and durability.
- Led an evidence-based go-to-market pivot from fashion materials to finished products for eco-luxury hospitality after multi-year customer discovery revealed structural barriers to repeatable revenue; rebuilt positioning, customer pipeline, projections, prototypes and sales materials around the new market.
- Built the company's business operating infrastructure, including version-controlled investor materials, grant and accelerator application libraries, customer and investor pipelines, a secure diligence data room, financial-document systems, website governance and institutional knowledge designed for future team handoff.
- Recruited and directly supervised approximately six interns across business, communications and venture-building work, creating structured projects and usable systems within a lean organization.

MYCOFUTURES CONTINUED

- Mobilized research institutions, technical specialists, funders, advisors, manufacturers, customers and innovation organizations across Canada and at least six international markets, using external expertise to extend the capacity of a lean founding team.
- Served as the company's primary spokesperson through 20+ invited presentations, panels and fireside conversations for corporate, investor, research, design and innovation audiences of up to 300; public representation directly generated strategic introductions, media coverage and repeat speaking invitations.
- Used iterative generative-AI visualization to translate a physical hospitality prototype into a cohesive future-state product vision, art-directing assets that became central to the company's website, print collateral and market repositioning.

LEADERSHIP CAPABILITIES

Strategic Vision & Organizational Direction

Impact & ESG Strategy

Public Representation & Storytelling

Cross-Sector Partnerships

Resource Allocation & Capital Efficiency

Program & Operating Model Design

Governance & Stakeholder Engagement

Impact Measurement

Founder & Grantee Perspective

Responsible AI & Visual Communication

EARLIER LEADERSHIP & OPERATIONS

CO-FOUNDER, BUSINESS DEVELOPMENT, SALES & MARKETING

Gillis Naturals | 2018 - 2022 | Bonavista, NL

- Co-founded and operated a gourmet mushroom farm serving restaurant, market and subscription customers; led brand strategy, sales, customer relationships, communications and business planning.
- Coordinated advisors, consultants and preliminary engineering work for a proposed sustainable farm facility before leading the strategic transition into biomaterials.

PRINCIPAL CREATIVE & COMMUNICATIONS STRATEGIST

Stephanie Lipp Creative & Communication | 2006 - 2021; advisory practice resumed 2026 | Toronto, ON & Montréal, QC

- Built a multidisciplinary practice spanning photography, branding, digital communications, web design, art direction and visual storytelling.
- Advise founders and organizations on positioning, pitch narratives, public speaking, investor communications and AI-assisted concept visualization.

COORDINATOR, HOUSING OPERATIONS & MEDIA SERVICES

Homestarts Incorporated | 2015 - 2019 | Mississauga, ON

- Coordinated operations within cooperative and nonprofit housing, including member communications, contractor supervision, maintenance workflows, capital projects, governance support and reporting.

OPERATIONS, MARKETING & GUEST EXPERIENCE

Russeltown Inn & Vacation Homes | 2019 - 2022 | Bonavista, NL

- Managed reservations, guest communications, vendor relationships, marketing and real-time hospitality operations.

GOVERNANCE, ADVISORY & PROGRAM LEADERSHIP

SHEBOOT ALUMNAE ADVISORY COUNCIL | *Council Member* | 2026-Present | Ottawa, ON

Designed and facilitated the 2026 national cohort welcome; co-led a pitch-deck storytelling masterclass and advised founders on communications and investment readiness.

COOL CLIMATE CLUB (CANADA'S FOREST TRUST) | *Advisory Board Member* | 2025-Present

Advise alongside startup and corporate stakeholders on a retail-integrated forest contribution platform, including point-of-sale models and transparent impact reporting.

UNION HOUSE ARTS | *Board Secretary* | 2020 - 2023 | Port Union, NL

Maintained formal governance records; contributed to fundraising strategy, community programming and selection committees for artist residencies and exhibitions.

NEWFOUNDLAND YOUNG FARMERS FORUM | *Board Member & NL Rep* | 2021 - 2023 | NL

Represented regional priorities within the Canadian Young Farmers Forum's national programming, voting and reporting structure.

CLARENVILLE FARM & MARKET | *Board Member & Vendor Rep* | 2021 - 2022 | Clarenville, NL

Liaised between vendors and the board during a facility expansion; contributed to funding, shared commercial-kitchen allocation and rental-model decisions.

YMCA OF NEWFOUNDLAND & LABRADOR ENTREPRENEUR OLYMPICS | 2022 | St. John's, NL

Invited to judge pitch competition. Evaluated founder pitches and contributed to winner selection.

YUKONSTRUCT MENTORSHIP PROGRAM | *Mentor* | 2025 | Whitehorse, YT

Advised an early-stage Yukon-based founder on positioning, storytelling and venture development.

SELECTED PUBLIC LEADERSHIP

Invited speaker and moderator at The51 XX Summit in Calgary (2026), Invest Ottawa International Women's Month, Vienna Pilzfestspiele (Mushroom Festival)/Fungi Economy Day, Elevate Festival, Holt Renfrew H Project 10th Anniversary, Canadian Circular Economy Summit, MaRS Climate Impact, BetaKit Most Ambitious Town Hall, Human/Nature and Lab2Market.

Additional invited and selected appearances hosted by: University of Toronto Entrepreneurship, YSpace at York University, Flow by Deloitte, Climate North, Startupfest and Capital Angel Network.

Selected recognition: 5 pitch prizes/awards, including the CAD \$25,000 BioNova BioInnovation Challenge, plus multiple national and international finalist placements; 25+ media features, interviews and podcasts; 18 accelerator and innovation programs; international business and program activity spanning Canada, the United States and five European countries.

EDUCATION

**Diploma Graduate with Honours
Applied Photography**

*Sheridan College Institute of Advanced
Learning & Technology
Oakville, ON*

**Regional Arts Program Graduate
Visual Arts**

*Cawthra Park Secondary School
Mississauga, ON*