

## Contact

[www.linkedin.com/in/lanacuthbertson](http://www.linkedin.com/in/lanacuthbertson) (LinkedIn)

## Top Skills

Strategic Communications  
Program Management  
Policy Writing

## Certifications

Propel

## Honors-Awards

Top 40 Under 40

# Lana Cuthbertson

CEO & Founder, Areto Labs  
Montreal, Quebec, Canada

## Summary

Lana is the CEO and Founder of Areto Labs, a B2B SaaS startup that builds machine learning technology to make digital communities more positive and inclusive. Her career has taken her from journalism to communications and marketing to product and program management to business strategy to entrepreneurship, allowing her to build expertise in technology, digital communications and culture, leadership, innovation, change management and writing. She has worked in industries like technology, financial services and fintech, global pharmaceuticals, post-secondary and nonprofit. She is a passionate advocate for gender equality. She created an A.I. based Twitter bot to encourage women in politics called ParityBOT, which she has built and run in Canada, New Zealand and the U.S. so far. She co-founded and chaired ParityYEG in 2018, a nonprofit dedicated to achieving gender equality in politics, chaired the Alberta North chapter of Equal Voice from 2015 to 2017 and sat on the national board. She was named a Top 40 Under 40 by Avenue Edmonton in 2018.

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## Experience

### Areto Labs

#### CEO & Founder

August 2020 - Present (2 years 10 months)

Areto Labs is a B2B SaaS social enterprise tech startup making digital communities more positive and inclusive by building apps that combine machine learning sentiment analysis with a program of automated, culture-building prompts and nudges.

### Borealis AI

#### AI Content Strategist Consultant

September 2020 - March 2021 (7 months)

Toronto, Ontario, Canada

Content strategy and writing on artificial intelligence technologies, applications and societal impacts.

### TANK Worldwide

Director, Strategy & Planning

September 2019 - July 2020 (11 months)

Montreal, Canada Area

Global marketing and brand strategy consulting for healthcare companies (GSK, Eli Lilly, Pfizer, Lundbeck, Sanofi)

### ATB Financial

5 years 1 month

Director, Customer Experience Strategy & Program Manager

September 2018 - August 2019 (1 year)

Working with the Head of Customer Experience, I lead strategy development for ATB's digital customer experience products and worked with a cross-functional leadership team on ATB's digital and agile transformation.

Senior Product Manager, Spark - Business

August 2017 - September 2018 (1 year 2 months)

Edmonton, Calgary, Alberta

Team member and customer adoption of transformative services and technology

Communications Manager - Media & Story

August 2015 - August 2017 (2 years 1 month)

ATB Place Edmonton AB

Public and media relations, storytelling, marketing and social media campaign strategy and execution, copywriting, content marketing.

Communications Specialist - Media & Story

August 2014 - August 2015 (1 year 1 month)

### ParityYEG

Cofounder & Chair

January 2018 - July 2019 (1 year 7 months)

Edmonton, Canada Area

### University of Alberta

2 years 1 month

Student Event Risk Management Coordinator, Acting Student Affairs  
Officer, Dean of Students Office  
July 2013 - August 2014 (1 year 2 months)

Communications Associate, Faculty of Arts  
August 2012 - July 2013 (1 year)

Created a social media plan and managed social media presence for  
the Faculty of Arts; wrote articles about the faculty for the website;  
managed various internal communications projects; assisted with strategic  
communications planning.

Edmonton Journal  
Reporter  
May 2011 - September 2011 (5 months)  
Edmonton, AB

General assignment reporter at the Edmonton Journal.

University of Alberta Students' Union  
Student Group Services Manager  
2009 - 2010 (1 year)

Managed Student Group Services, which services more than 400 student  
groups at the University of Alberta. Risk management, leadership and  
organizational development and event planning.

Volunteer Alberta  
Project Coordinator  
2004 - 2009 (5 years)

As a summer student, I coordinated projects and assisted with board  
development.

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## Education

Carleton University  
Master of Journalism, Journalism · (2010 - 2012)

University of Alberta  
Bachelor of Arts, English · (2005 - 2010)