



Annie Beaulieu
Founder and CEO Freedom

Annie Beaulieu is passionate about bringing the right people together to amplify the impact of individuals in making the world a better place.

With a bachelor's degree in dietetics and human nutrition sciences from McGill University and a Master of Business Administration focused on global food and health systems, Annie is an ardent supporter of sustainable lifestyles and food security. As a long-distance cyclist, former ski racer, soccer player and coach, she endeavours to inspire people—especially young women—to push their limits and be the best they can be. Born on International Women's Day and growing up working in a family business with three brothers, Annie has always advocated women's leadership and equality. She unites her passions by supporting organisations such as The Hunger Project and the HeForShe campaign.

Annie is the creative visionary and driving force behind 'Freedom' and its Global Alliance for Sustainable Tourism for Development, where multi-stakeholders commit to cooperate to enhance the accessibility and benefits of sustainable tourism and drive sustainable consumption and production patterns to contribute to the achievement of the United Nations Sustainable Development Goals. Annie's vision for Freedom has been recognised by the United Nations World Tourism Organisation as a finalist for the Ulysses Award for Innovation in Research and Technology and the World Tourism Forum Lucerne (WTFL) Start-up Innovation Award, after which she was invited to join the WTFL Global Advisory Board as an emerging sustainable leader to represent entrepreneurs. Annie is a fellow of the UN program Designing for Social Innovation and Leadership', the School for Social Entrepreneurs, and the China Australia Millennial Project. Committed to making a tangible difference in the world, Annie has been selected to represent the G20 Research Group in Australia and has attended and presented at several G20 summits. She is also actively involved with the Committee of Economic Development of Australia and the UN, seeking to better engage youth, women and entrepreneurs in policy discussion.

Prior to launching Freedom, Annie gained over ten years' experience in a business development and project management role designing operational solutions, supporting processes and negotiating commercial terms for major government contracts. She was instrumental in the teams that developed the winning design and services solutions for several large-scale social infrastructure public-private partnerships, including the new Sydney International Convention Centre and Bendigo Hospital. She also worked on complex projects for the Australian Department of Immigration and Border Protection and Department of Social Services (Humanitarian Settlement Services and Social Housing).