PROFILE: MELISSA RANCOURT

Philanthropic Entrepreneur – and many other hats

Melissa Rancourt is the Founder and Board President of an international non-profit, greenlight for girls, that she began in 2010. Melissa is also a long-time educator for leaders, companies and governmental institutions on the subject of innovation, creativity, disruption and transformation. For more than thirty years, Melissa Rancourt has worked to help organisations and individuals globally to develop their creativity and skills to share their work, expand their reach, and motivate their teams. Her background is varied – an **Industrial Engineer** starting in manufacturing and healthcare to **University Faculty** teaching several technical and business subjects to an **Entrepreneur** who loves to create businesses.

Born in Italy to parents of Greek & French heritage – raised in 10 states in the USA – and now a citizen and resident of Brussels for the past 18 years, she brings this mix of international cultures to her approach to business and societal impact.

With her Philanthropic Entrepreneurial hat, one of her companies, very near and dear to her heart, is an organisation she founded to address the issue of the declining or stagnant percentage of women in several STEM (science, engineering, technology & mathematics) fields. In just a few years, it has reached more than 31,000 students, families & communities with its hands-on fun-filled science events focused on inspiring the future generation. With a team of more than 6,500 volunteers worldwide, the organisation has conducted more than 230 events on 6 continents.

greenlight
project

Her passion for inspiring others to follow her footsteps as an engineer is also coupled with companies she has created to fulfil other interests. She is also an owner of a Brussels-based luxury wellness centre on Avenue Louise and is driving its growth by 25% each year to prepare for its international expansion.

Melissa uses all these professional backgrounds and experiences to bring **Strategic Design** to the forefront in companies and to show how the design process and tools can be used to infuse the culture with creativity to transform new ways, products and services for the future. She uses the intersection of design, business & technology to develop impactful experiences for employees, customers, business partners & suppliers. She has the opportunity to train and encourage executives to do the same as she leads a Global Executive Masters Degree in Strategic Design & Management at Parsons School of Design in Paris, NYC and Shanghai. Parsons, one of the world's leading design institutes, has created this alternative management program for emerging leaders seeking to take their place at the forefront of innovation in their organizations – and Melissa leads this initiative to bring this education and degree to a global – and growing – audience of experienced business professionals.

Melissa Rancourt is a long-time speaker, moderator and trainer for the European Institutions as well as an EU Horizon 2020 SME Business plan & funding assessor for new innovations. In her role as Educator and Trainer for the European Institutions, she designs & teaches on topics such as storytelling, presenting TED-style, creativity, innovation and engaging & motivating teams.

She addresses professional audiences at international conferences on business and societal subjects. She was recently a speaker at Cannes International Festival of Creativity in France and The NextWeb in Amsterdam on the subject of Design Thinking. She is a two-time TEDx speaker for Brussels and Luxembourg, a United Nations speaker on Human Rights, a Parliament speaker on equality, a Moderator for the preparations of the European Election and presents at events of all sizes in Europe, the Americas and Asia. She has appeared on the US TV show Living Abroad, Bloomberg, Euronews and several other media.

Melissa loves to encourage others to come up with crazy ideas – and to help make them happen.

You can find her full profile on Linkedin: https://www.linkedin.com/in/melissarancourt/