

Yasmin Abraham, Managing Director, Empower Me

Yasmin is the Empower Me visionary. She helped to create the idea of Empower Me in 2012. She continues to be passionate about the Program today. Yasmin helps to steer the Program strategy in the right direction and keep us on the right track. She has executive experience in the technology, distribution, print and retail sectors, and has driven the sales and business development efforts for large accounts like Wal-Mart, Air Canada, Costco, and CVS. Yasmin earned her Bachelor of Science degree at SFU and a Master of Business Administration degree from UBC. Additionally, Yasmin is the Co-Founder of Kambo Energy Solutions, Empower Me's sister company.