



Grokker®

Lorna Borenstein — entrepreneur and advocate for work-life balance

Lorna Borenstein developed Grokker because she felt burned out and exhausted and was struggling to find the time to take care of herself. She wanted to make her journey to well-being easier by utilizing expert-led video, support, and community. Now an award-winning company, Grokker seamlessly integrates holistic wellbeing into the lives of a busy workforce around the world.

In addition to serving as Grokker's CEO, Lorna is the author of *It's Personal: The Business Case for Caring*, which examines the Human Connection Movement™ in the workplace. As a speaker and panel moderator, Lorna presents on the current state of workplace well-being and engagement. A *Forbes* contributor and thought leader in workplace culture, she is frequently featured in top news outlets including Bloomberg, *Fast Company*, *Entrepreneur*, *EBN*, and *Benefits PRO*.

Previously, Lorna was president of publicly traded Move Inc. and chief of its global personals online dating service, as well as head of marketing for its multi-billion-dollar worldwide Search & Marketplace businesses. In 2000, she launched eBay Canada from her guest room in Toronto (with a newborn in tow) and went on to serve as eBay Inc.'s vice president and general manager.

Lorna holds multiple law degrees and spent the early years of her career in tech after practicing law in both the U.S. and Canada.