

Endeavor Canada Appoints Kristjan Sigurdson as New Managing Director

Endeavor Canada is pleased to announce that Kristjan Sigurdson has been appointed the office's new Managing Director, starting immediately.

Calgary, CA, May 1st, 2023 - Kristjan Sigurdson joins Endeavor Canada with over ten years of experience in supporting and building high-growth ecosystems across various industries and regions in Canada.

Kristjan joins the Endeavor Canada team with its values already at the forefront of his mind. Supporting entrepreneurs for the past decade across Canada, the US, and Europe, Kristjan has been instrumental in the development and growth of the Creative Destruction Lab (CDL), one of the world's leading seed-stage initiatives for science and technology startups. He held various key leadership positions at CDL, including Director of Programs, Founding Site Director for Seattle and Wisconsin, Director of Community, and Global Recruitment Lead. During his tenure, CDL expanded from a single office in Toronto supporting 25 companies annually to 12 offices in six countries supporting an impressive 650 companies each year. His scale-up mentality and global mindset encompass everything the team strives to accomplish at Endeavor.

Kristjan's enthusiasm for the impact that technology, innovation, and entrepreneurship can have on economic growth also led him to earn a PhD in Strategic Management from the University of Toronto's Rotman School of Management. In his research and teaching, he has focused on the role of universities in innovation ecosystems, the impact of public policy and intellectual property rights on entrepreneurship, and the design and effects of innovation inducement prizes.

As the new Managing Director of Endeavor Canada, Kristjan will be on the frontlines of Endeavor Canada's efforts to identify and support high-growth entrepreneurs across Canada and to build a powerful network of mentors within the country. "I am excited to lead Endeavor Canada and work alongside the team and our board to support and scale the next generation of ecosystem-defining companies," he said. "I am honoured to build on Endeavor's 25-year legacy of creating multiplier effects, where founders are first supported to achieve ambitious new heights and then provided a platform to shift their attention to inspiring future generations of entrepreneurs in their ecosystems."

"Kristjan's track record in supporting founders with the potential to transform Canada's economic growth through entrepreneurship speaks for itself. We are thrilled to welcome him to the Endeavor Canada team, and to work with him in addressing the scale-up challenges in Canada" said Endeavor Canada Board Chair and Co-founder of the Digital Commerce Bank and DC Payments, Susan Anderson.

About Endeavor

[Endeavor](#) is the leading global community of, by, and for High-Impact Entrepreneurs—those who dream bigger, scale faster, and pay it forward. Driven by our belief that High-Impact Entrepreneurs transform economies, Endeavor is on a mission to build entrepreneurial ecosystems in emerging and underserved markets around the world.

Endeavor has [local offices in 42 markets](#) around the world. We support about 2,400 entrepreneurs from 1,500 companies. Endeavor creates a Multiplier Effect by inspiring high-growth founders to dream bigger, supporting and investing in them to scale faster, and providing a platform to pay it forward—thereby compounding their individual impact.

For more information about Endeavor Canada, please visit our website at www.endeavorcanada.org.