

# **Daneal Charney, CHRL**

**Executive in Residence for high-growth tech companies at MaRSDD - Largest Urban Innovation Hub**

Toronto, Canada Area, ON, CA

Award-Winning Human Resources Leader| Growth Coach for Start-ups| Keynote Speaker on AI, Future of Work, Employee Experience.

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## **Biography**

Award-Winning Human Resources Leader| Growth Coach for Start-ups| Keynote Speaker on AI, Future of Work, Employee Experience| Head of Talent for @MaRSDD Venture Services Daneal's fascination with tech began with her first leadership role in 1997 for Intel Corporation, China and strengthened during her last 15 years working for some of Toronto's most innovative start-ups. At MaRS (largest urban innovation hub) , Daneal is the Executive in Residence of MaRS Talent - mandated to serve entrepreneurs across all high-growth sectors in attracting & retaining the talent. Her team's on-demand HR advisory mitigates the risks commonly associated with scaling companies who don't invest in HR advisory early on such as bad cultural habits, employment risks, compensation inequities and diversity debt ?and, if left unchecked employment lawsuits and reputational risks. Daneal co-produced the inaugural #MoveTheDial event ? on a mission to change the face of tech leadership in Canada. #MoveTheDial brought together the largest gathering of tech start-up female leaders in Canada including 100 founders and 40 venture capitalists. Daneal is a sought-out expert, entrepreneur, mentor and speaker on leading HR thinking. She was named Top 25 HR Professionals in Canada (HR Reporter 2017), Canadian HR Awards Winner in the Category of Best Service Provider (2018) and Peerscale Leadership Initiative Award recipient (2017). Daneal holds a Masters in International Management & Cross-Cultural, Advanced Program in Human Resource Management from Rotman School of Business and is a Certified Human Resources Leader (CHRL). Co-author of a career survival guide for millennials. "Hitting Stryde is a must read for an Millennials as they enter the workforce. A great collection of insightful tips, illustrated by real-life examples, to help new graduates get an edge in work and life." - David Stein, former exec at Salesforce and current Managing Partner at Leaders Fund. Daneal has a Masters in Arts in International Leadership and is a Certified Co-Active Coach. Fee Ranges: Up to \$5000 Contact Information Daneal Charney charneydaneal@gmail.com

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Human Resources, Information Technology and Services, Professional Training and Coaching, Computer Software, Staffing and Recruiting, Talent Management

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## **Areas of Expertise**

People Analytics, Hr & Talent Management, global skills, Employment Brand, Leadership  
Entrepreneurship Startups, Start Up Companies, Women in Tech, Innovation & Creativity, hiring  
globally, Future of Work, scaling tech software companies, Hr Technology, AI for recruitment or HR,  
HR Strategy for Startups & Scaling companies, Artificial Intelligence

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## **Affiliations**

Certified Human Resource Leader (CHRL)

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## **Sample Talks**

**Developing a compelling EVP that answers the question, "why should I work for you?"**

Can be done as keynote, presentation or panel topic

**Recruitment Marketing 101: a required discipline for HR leaders**

Can be done as keynote, presentation or panel topic

**The Total Cost of Jerks (TCJ) in the workplace #NoAssholeRule**

Can be done as keynote, presentation or panel topics

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## **Event Appearances**

**How Start-ups Can Attract Talent in a Hot Job Market**

Venture for Canada

**Cost of Brilliant Jerks**

ACETech Ontario - Leadership Initiative Awards

**"Conversation with Ben Zifkin, CEO of Hubba" -- Up Close & Personal Interview**

Venture for Canada

**New Faces of Fintech - Key Organizer**

MaRS Fintech

**Sorry, Uber! How Canadian Gender Diversity Wins.**

Tactics for Founders from our HR Leaders.

**Cost of Brilliant Jerks**

TorontoHR Meetup hosted by Tembo Social

**Recruitment Marketing - Presenter**

Grow Camp

**Summit Host**

HR Tech Summit Canada

**Consumerization of HR**

InnovateWork

**HRToronto Meetup**

Venture for Canada - BDC Series

**Dealing with Brilliant Jerks**

Toronto CTO

**Recruiting is sales and marketing**

AceTech CTO Roundtable

**Life is Short, Join a Startup**

Venture for Canada

**AI, HR, AND THE FUTURE OF THE WORKPLACE**

HR Leadership Summit

**AI, Data and the Workplace**

Elevate Toronto

**Building a Culture That Attracts Top Talent**

CIX Conference

**Mastering Growth Webinar: Building Brand Identity for Culture & Customer**

Mastering Growth Webinar Series

**Co-founders & Where to Find Them**

Webinar

**Panel moderator**

Talent Fuels Tech announcement/panel

**Master facilitator/host**

MaRS Tech Disrupters - The Tech Enabled CHRO

**Standing Out Above the Crowd - Building an Employer Advantage**

Grow Camp

**Preparing HR for Hyper-Growth - Panel Moderator**

HR Tech Summit

**Addressing Tech's Ethical Dark Side: How Can we Ensure that AI is Used for the Good? - Panel Moderator**  
HR Tech Summit

**Fireside chat - Why AI Needs Human Resources**  
Hospital conference

**League WebEx series**  
Innovative ways to propel your talent acquisition strategy

**Redesigning the Employee Experience Leveraging Data**  
4th Annual People Analytics Conference

**From Corporate to Startup - Pivoting Your Role**  
Elevate Talent

**HR's Role in Creating a Great Employee Experience**  
CHRO Roundtable series

**Technology, Disruption and what AI Means to You**  
Recharge 2018 Conference

**Cannabis in the Workplace Panel**  
Peerscale Power Session

**Mastering Talent series**  
Startup Compensation

**Mastering Talent Series**  
Planning for Growth - Co-organizer/panel moderator

**Mastering Talent Series**  
Building Your Employer Value Proposition

**Remote-First Work - Are You Ready for the Long Haul?**  
Momentum P2P Series

**6 Key People Metrics that Matter to Scaling Tech Businesses**  
CIX Conference

**Venture for Canada conference - moderator**  
Leveraging People Data to make data informed decisions

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**Education**

## **Rotman School of Management**

Advanced Program in Human Resource Management, Business Acumen for HR Professionals  
Human Resources

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## **Accomplishments**

### **2018 Canadian HR Awards Winner**

Reader's Choice Award for Best Service Provider

### **Top 25 Human Resource Professionals award - Canadian HR Reporter**

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### **HR Awards 2016 Finalist in the category of Best Employer Branding**

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### **Peerscale - Leadership Initiative Awards**

ACETech Ontario - Leadership Initiative Awards recognizes the expertise and thought leadership of members and provides a structure to share within the membership.

### **Hitting Stryde: A Generation Y Career Survival Guide**

Co-author of a career survival guide for millennials. "Hitting Stryde is a must read for an Millennials as they enter the workforce. A great collection of insightful tips, illustrated by real-life examples, to help new graduates get an edge in work and life." - David Stein, former exec at Salesforce and current Managing Partner at Leaders Fund

### **Judge to shortlist the top 50 most innovative workspaces**

The ELEVATED Awards: Most Innovative Workplaces ?The workforce of today has set the bar high. For a company to catch their eye and keep them engaged, it?s going to take more than beanbag chairs and ping pong tables. A workplace must foster innovation in every aspect. They must inspire with purpose and vision, include diverse voices, encourage passions, do good in the world... and have a killer space.

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## **Testimonials**

### **Emma Scott**

Daneal has been a formidable force behind NexJ's recognition as a career maker for new grads in enterprise software. It has been a pleasure partnering with her to bring in new people to NexJ.

### **Jennifer Corriero**

Daneal has offered incredible insight to our leadership team at TakingITGlobal in her capacity as a coach, workshop facilitator and consultant. She has help to develop the capacity of of staff to have courageous conversations and also played an instrumental role in supporting the development of some of our HR systems and processes. Daneal is also an incredible moderator for events and offers supportive approaches to problem solving with her clients.

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