

GET CONNECTED!

Tillsonburg Town Centre
1st Floor, Unit 1036

ENTREPRENEURIAL
SERVICES
POP-UP
EVENT

JUNE

6

4 - 7 PM

KEYNOTE SPEAKER
5 PM

Harnessing Artificial
Intelligence for Business

- AI in Business
- Understanding AI
- Using AI for Marketing & Sales
- And more!



Irma Joeveer

Co-Founder Paradigm Spirits Co.
& Partner at Pinch Hitter

About IRMA

With a solid background in tech and experience in AI, Irma developed teams and tools to enhance user experiences. Irma eventually decided to pursue her passion for craft distilling and built Paradigm Spirits Co., a boutique distillery in London at 100 Kellogg Lane, which after just 4 years was recognized with the "Canadian Whisky of the Year" award.

Recognizing the challenges faced by tourism operators and small business owners in building strong brand stories and scaling their online presence, Irma founded *Pinch Hitter*. Today, she divides her time between sharing whisky with enthusiasts and buyers and collaborating with small business owners, often leveraging AI to create practical solutions and drive success.

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