



**FOR IMMEDIATE RELEASE**

August 17, 2020

## **Jenn Lofgren Selected as Finalist for The HRP Award for Woman of Distinction in the 2020 Canadian HR Awards**

Calgary, AB - Jenn Lofgren, Executive Leadership Coach and Founder of Incito Executive and Leadership Development, has been selected as a finalist for The HRP Award for Woman of Distinction in the seventh annual Canadian HR Awards, presented by HRD Canada and supported by Canadian HR Reporter.

The Canadian HR Awards celebrates the outstanding achievements of HR teams, leaders, employers and service providers across the nation.

Finalists were selected following an open call for nominations to HRD Canada and Canadian HR Reporter's nationwide readership of 34,800 HR professionals.

Winners will be selected by an esteemed independent judging panel and revealed during a virtual awards show on September 16.

"I am honoured and humbled to be nominated for the Canadian HR Awards alongside many other distinguished women," said Lofgren. "HR has helped me turn two of my passions, leadership and developing people, into a fruitful career that continues to bring tremendous opportunities for growth and learning that I can share with my clients."

"This has been an incredibly challenging year for HR professionals," said Canadian HR Awards project director Jessica Duce. "The list of finalists is a true snapshot of the best and brightest in HR and honours those who have stepped up and put their people first at a time when it mattered most. It's our honour to acknowledge and celebrate this deserving group at the September show."

For the full list of finalists, visit [www.hrwards.ca](http://www.hrwards.ca).

For more information on Incito, please visit [www.incito.ca](http://www.incito.ca).

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**About Incito**

Incito is a dedicated leadership and executive coaching organization with an excellent track record of success. Founded by Jenn Lofgren in 2009, the team of certified coaches at Incito work to inspire and deliver top-rate outcomes for the global executives they service. Focusing on the guiding principles of choice, curiosity, passion, challenge, humanity, and partnership, Jenn and her team help executives unlock their leadership potential. Incito works with executives from across Canada including C-level teams in Calgary, Toronto, and Vancouver. [incito.ca](http://incito.ca) | [Twitter](#) | [LinkedIn](#)

**About HRD Canada**

Human Resources Director Canada is Canada's premier news source for senior human resource professionals and top corporate decision-makers. HRD Canada talks to leading HR practitioners worldwide to produce industry-standard reporting that supports both the business and best-practice functional requirements placed on HR leaders in their evolving roles. HRD Canada's award-winning website ([www.hcamag.com](http://www.hcamag.com)) features daily breaking news, an industry forum and exclusive multimedia content, and is complemented by sister sites in Asia, Australia and New Zealand.

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