



FOR IMMEDIATE RELEASE

September 9, 2021

## **Incito adds Shawn Gibson as Partner - Executive Strategy**

### **Executive and leadership coaching firm bolsters services with new strategy offering**

Calgary, AB - Incito Executive and Leadership Development, one of North America's top professional coaching firms, is excited to announce that Shawn Gibson is joining the team as Partner - Executive Strategy.

Shawn Gibson brings his entrepreneurship and management experience background to Incito, to add Strategy Development to its current leadership coaching, executive coaching and business coaching services. Shawn is a strategist and former senior executive who brings his experience in building high-performing teams and strategy. He is passionate about helping executives lead with intention and accelerate their business growth.

"I am thrilled to be joining Incito to offer Strategy Development to the company's already impressive clientele," said Gibson. "I know firsthand the power of coaching and the positive impact of a high trust coaching relationship. I recognize that the final solution is always better and when people are inspired, feel engaged and know they are making a valuable contribution."

As Incito grows and continues to expand its coaching and services, founder Jenn Lofgren is also taking on a new role as Managing Partner.

"This is an exciting time for Incito as we welcome Shawn Gibson to our team and offer a new service pillar to our clients," said Lofgren. "The last year and a half has demanded a lot from business leaders. Not only are they drawing more and more into their leadership skillset, they have also needed to develop and execute on strategies during a time of crisis. Our Strategy Development offering will help leaders move their business forward."

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](https://incito.ca) | [Twitter](#) | [LinkedIn](#)