



JODI HUETTNER

President & CEO at Helga Wear
Inclusive Standards Advocate

ABOUT JODI

- I founded Helga Wear because I struggled to find Proper-fitting PPE, and what was on the market didn't meet my body's basic hygiene needs.
- I have a degree in Mechanical Engineering with a concentration in computer integrated manufacturing, and a law minor. I now use that knowledge to inform both my safety clothing design practice and my advocacy work.
- My message educates and challenges Canadian stakeholders across industrial sectors to champion a new standard for best practice when it comes to Personal Protective Equipment (PPE) and fit.

MISSION

Helga Wear is for FIT for women - every product is developed using women's body data, womenswear grading rules, and field testing on working tradeswomen. We go the extra mile to offer virtual or in-person fittings with detailed proper-fit instructions and basic mobility tests.

LEARN

- How women are disproportionately affected by ill-fitting PPE
- How proper-fit PPE will find you more safety, widen your hiring pool, boost employee morale and your bottom line
- What actions industry stakeholders are taking today to make proper-fitting PPE a reality

“ I am watching your panel at the Canadian Chamber Women in Business Summit and I am so inspired by you! Thank you for sharing your story and solving a real problem for women. I am increasingly aware of how so many things in our society are set against us and it is time for a major change. ”

- *Alicia Peters*

Director, Corporate Initiatives at First West Credit Union

RECENT COLLABORATIONS



The Safety Debris Podcast
The 2023 Western Conference on Safety
The 2023 Delphi Economic Forum's Inklusivity Lounge
WorkSafeBC's Innofest 2023

The Women in Business Summit 2023
Feature on 'A Little More Conversation'.
The Mechanical Contractor's Association
of BC Conference.

JODI'S KEYNOTE TOPICS

The Truth Behind Our Ill-Fitting PPE: An issue of safety, health and a strong workforce

We know that personal protective equipment (PPE) is our last line of defense on the job, but when it comes to equipping your female employees there's an elephant in the room that shouldn't be ignored.

To ensure a safer, healthier, stronger Canadian labour force it's important to consider why sizing of PPE is based on male standards and look at how that impacts your female team members and the strength of your organization.

Are you measuring up?

Disrupting the Status Quo: The Power of Inclusive PPE Innovation

Innovation doesn't need to be complicated in order to have a big impact.

Jodi's journey into entrepreneurship uncovers aspects of the status quo that are overdue an overhaul. Are you ready to consider what inclusive innovation looks like, and what it's going to take to change the status quo?

RECOGNITIONS & PARTNERSHIPS

Helga Wear won SheEO Venture in 2020

Jodi Huettner won Inc. Magazine's Top 100 Female Founders of 2020

Partnerships:

- International Longshore and Warehousing Union
- International Union of Operating Engineers
- BC Center for Women in the Trades
- Mainland Building Trades Unions
- BC Building Trades Unions
- Mechanical Contractors Association of BC
- BC Construction Safety Alliance
- Canadian Women in Occupational Health and Safety Society

CONTACT JODI



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