

LAURENCE PAQUETTE

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KEYNOTE SPEAKER | LEADERSHIP · BRAND & MARKETING · AUTHOR · ADVOCATE



CREDENTIALS

CMO - VP Marketing & Brand

Vestas World's largest wind energy company

EUR 20B revenue · 35,000 employees

80+ countries · 15 years

EUR 10M+ annual budget · 50 FTEs

Campaigns in The Economist, Variety and TIME

Author · *Lead Anyway* (De Gruyter, 2026)

10 Rules for Leading When You Break the Mold

Podcast · Corporate Survival Guide for Misfits

85K+ following across platforms

MSc, Aarhus University · Full scholarship

Executive Coaching Certificate · Henley Business

School (2026)

Bilingual · French, English,

Dual Canadian-Danish citizen

BY THE NUMBERS

EUR 10M+ annual marketing budget managed

EUR 20B revenue company · 15 years

1M+ impressions from a single campaign

14.5M impressions across a campaign year

DKK 50bn energy reform influenced

381M global TV audience · Formula E

85K+ followers across platforms

1 forthcoming book · *Lead Anyway* · De Gruyter

SPEAKER BIO

Laurence Paquette spent 15 years leading marketing at Vestas, the world's largest wind energy company, running EUR 10M+ budgets, building campaigns that shaped EU energy law, and growing one of the most followed clean energy brands in the world.

She is also neurodivergent, queer, and has spent most of that career leading from a position corporate environments were not designed for. That combination, serious executive credentials and a genuine understanding of what it means to lead differently, is what makes her sessions land differently. She speaks on inclusive leadership, marketing and brand strategy, the energy transition, and what it actually takes to build influence.

Forthcoming author with De Gruyter. 85K+ following. She speaks because the room needs to hear what the outsiders already know.

SIGNATURE TALKS

- **Lead Anyway: 10 Rules for Leading When You Break the Mold**

For leaders who have never quite fit in and succeeded anyway. Based on the forthcoming De Gruyter book. Practical, personal and honest. Works for leadership conferences, IWD events and corporate leadership summits.

- **The Misfit Advantage** - How introverts, neurodivergent thinkers and unconventional leaders create impact in corporate environments. A talk that reframes difference as strategic advantage.

- **Campaigns That Move Policy** - How marketing shapes regulation, public narrative and energy transition at the highest levels. For marketing, sustainability and energy sector audiences.

- **Marketing That Moves Markets** - What it actually takes to build brands and campaigns at global scale, from low budgets to campaigns that made it into The Economist, Variety and TIME. For marketing conferences, CMO forums and business leadership events.

SPEAKING EXPERIENCE

WindEurope · Vestas Annual Leadership Conference · International

Women's Day · Corporate and industry events · Adobe Events ·

Accenture Life Trends · Women of Wind · Podcast guest

SPEAKING TOPICS AND FORMATS

- **Leadership & Culture** - Inclusive leadership · Neurodiversity at work · Authentic leadership · Women in leadership · Burnout and performance · Psychological safety · Executive presence

- **Marketing & Brand** - Brand building at scale · Campaign strategy · Marketing that moves markets · ABM and customer insights · MarTech · Personal branding · Policy and public affairs marketing · Storytelling

- **Industry & Purpose** - The energy transition · Clean energy advocacy · Sustainability communications · Marketing for energy brand and policy

Formats: Keynote · Panel · Fireside Chat · Workshop · Leadership Offsite
In person and virtual, available in English and French