



Meet Annissa Rodriguez

Leaside Business Park Association

LBPA Board Member, Director of People and Technology, and Small Business Owner!

Annissa takes a vision and makes it reality through strategy and development. She intuitively sees the threads of opportunity, finds great people, and works to achieve those goals. She is an inspirational leader who tells stories that inspire action and loves to help others extend their thinking.

Currently, as the Founder of Lamiaceae, an all natural skincare company, devoted to creating natural skincare, with zero chemicals, artificial fragrance and dyes. Annissa oversees the entire operations and marketing. She is creating awareness of natural skincare, and spearheads strategic initiatives to educate the market on toxicity of ingredients!

Annissa is also the Director of People, and Technology at XYZ Storage, Toronto's premier storage company. Here, she is a strategic player, a part of the executive team, responsible for Operations, Human Resources, and Technology.

Annissa has various designations, the first as a Project Management Professional (PMP) with the Project Management Institute, as well as her designation with the Canadian Professional Sales Association, as a Certified Sales Leader (CSL). She has also completed her post-grad in Data Analytics, with George Brown College, has a Project Management Certificate with UofT, and BBA in Marketing.

Her work with the Leaside Business Park is just getting started! Inspired by the vision of the newly appointed president, Leslie Kellen, Annissa plays a major part of the Leaside Business Park Association. She is a part of many subcommittees, and focuses on benefiting the members, and the association.

She is an energetic soul who is after positive influences in life!