



Vera Asanin

President & Editor-in-Chief
of the award-winning, *Your Workplace*

Since 1998 Vera Asanin has directed the award-winning company, *Your Workplace*, which inspires people to create a thriving, world-class culture where people want to work. Under her leadership this national company has grown to 56,000 readers and annual events attracting hundreds. She is on a mission to make work better.

She believes that the traditional approach to how we work and manage people is flawed and outdated for our 21st century workplaces. Our employees are given responsibility for tackling today's complex business challenges with enthusiasm and creativity, yet we manage them with archaic methods. After years of research Vera Asanin can prove that a positive work culture leads to engaged, inspired and healthy employees who contribute more in terms of creative ideas, performance and results.

In a multifaceted career she has achieved extraordinary success as a marketing professional, senior HR manager, entrepreneur, and speaker. It wasn't until she was fired from a senior management position that she became truly passionate about her work today.

Vera is a published author, a consultant and a keynote speaker at hundreds of events and conferences internationally. She is inspiring, thought provoking, passionate and loves to laugh.

Vera Asanin is on a mission to change the way we work and live... for the better.

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