

MAGIC HOUR PODCAST

CREATIVE PODCAST BY UNICORN MARKETING CO.

Magic Hour | Ep 21 | Anna Sotnykova

Welcome to the Magic Hour podcast, where we create an intentional space to let our curiosity drive a conversation with industry professionals about marketing, entrepreneurship, inclusion, and socially conscious topics. We are grateful to be hosting this podcast on the traditional ancestral and unceded territories of the Coast to Salish peoples.

Navigating Innovation, Community Building, and Women's Health

[0:00] Introduction: Building Bridges in Innovation and Community

- In this episode of *The Magic Hour Podcast*, Hope Mikal sits down with Anna Sotnykova, a passionate leader in research operations and entrepreneurship.
- Anna shares how her dual roles as an Operations and Communications Coordinator at Toronto Metropolitan University and a women's health entrepreneur intersect to create a meaningful impact in her fields.
- Get a glimpse into her world of fostering innovation, building inclusive communities, and addressing the challenges faced by women in business and tech.

[5:00] Anna's Journey into Innovation and Leadership

- Anna's early career was rooted in public policy and health, which gave her a strong foundation for her transition into academia.
- She discusses how her role at Toronto Metropolitan University allows her to support researchers and innovators tackling global challenges like sustainability and smart cities.
- Mentorship was pivotal in her journey, exposing her to impactful leaders and teaching her the value of collaboration and curiosity in creating change.

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[12:00] From Academia to Entrepreneurship: Embracing the Unexpected

- Although initially risk-averse, Anna shares how she embraced entrepreneurship by saying “yes” to opportunities and learning.
- She highlights the importance of organic connections through community events and platforms like LinkedIn to build a strong professional network.
- Anna dives into the value of interdisciplinary approaches, explaining how bringing together different perspectives can create innovative solutions for complex problems.

[20:00] Key Lessons in Community Building and Networking

- Anna emphasizes the importance of building diverse and inclusive teams, not only for better outcomes but also for fostering innovation.
- Trust and reciprocity are the cornerstones of meaningful relationships, both personally and professionally.
- She shares why hiring for soft skills, such as emotional intelligence and adaptability, is crucial in today's dynamic workplaces.
- Networking is about genuine connections rather than transactional relationships. Anna's advice? Always lead with curiosity and generosity.

[30:00] A Spotlight on Women's Health Innovation

- Anna shares her journey through fertility treatments and how it inspired her to address gaps in women's healthcare.
- The conversation explores how tech and policy changes can work together to create a more supportive environment for women navigating health challenges.
- She discusses leveraging her academic and professional networks to amplify innovation in women's health and why collaboration is key to success in this space.