

Pete Bombaci

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Pete Bombaci is a social change leader and the Founder and CEO of GenWell, Canada's Human Connection Movement. Since 2016, he has led its mission to educate, empower, and catalyze Canadians around social health and its impact on well-being. Under his leadership, GenWell delivers social health education and six national campaigns, fostering connection in workplaces, schools, and communities.

Previously, Pete served as Country Director of Movember Canada, raising $142 million for men's health. A sought-after speaker and thought leader, he inspires individuals, businesses, and policymakers to invest in social connection for a healthier, more connected Canada.