



Jocelyn Pepe, M.Sc.

**Founder
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Jocelyn Pepe is the author of *Claim Your Brain*, a speaker, a mental health coach, and the founder of TrU, where she blends neuroscience, coaching, and lived experience to support personal and workplace well-being. Through this integrated approach, she partners with individuals and teams to move from burnout to balance—with clarity, compassion, and lasting impact. A dynamic keynote speaker, Jocelyn leads with depth, courage, and compassion. At the heart of her mission is a commitment to reshaping how we approach mental health—at work and beyond—by creating spaces where real conversations and real healing can happen. With over a decade of global facilitation, coaching, and leadership experience, Jocelyn specializes in guiding high-performing individuals and teams through stress, transition, and recovery. Her work bridges academic insight with real-world application, integrating evidence-based neuroscience with intuitive practices that promote resilience, clarity, and sustainable performance. Jocelyn holds a master of science degree in the psychology and neuroscience of mental health; a bachelor of business administration degree; and multiple certifications, including Professional Certified Coach (PCC), Certified Professional Co-Active Coach (CPCC), and Registered Health Coach (RHC). She is currently a member of the Global Alliance for Health and Wellness Coaches and volunteers her time with The Women's Centre of Halton, supporting women in crisis. Her career spans entrepreneurship, leadership, public speaking, and endurance athletics, all of which inform her powerful, people-first approach. Based in Oakville, Ontario, Jocelyn is also a devoted mom of three, nature lover, and passionate advocate for science-and-soul-based health. Jocelyn lives what she teaches: grounded presence, courageous compassion, and aligned action.