



# REETU GUPTA

## Ambassador and Principal

Easton's Group of Hotels, The Gupta Group

Reetu Gupta was born and raised into the world of real estate and hospitality. Reetu has a fiery passion for both industries. After graduating with an M.B.A from the Schulich School of Business, Reetu's career quickly progressed from Executive Director to being named President & CEO of the Easton's Group of Hotels and The Gupta Group in 2018.

The Easton's Group of Hotels is one of Canada's largest private hotel developments firms, which has a diversified business portfolio spanning 20 hotels across Canada and 6 more under development. The Gupta Group has brought its extensive hospitality experience to the condominium market with a series of exciting residential projects and commercial developments across the GTA. The Gupta Group is currently developing 5 million square feet of mixed-used projects.

Reetu is also the Co-Founder and Chief Strategy Officer of Rogue Insight Capital Ltd; the diversification arm for The Gupta Group focusing on investing in Canadian start-ups with female and/or minority leadership.

In June 2020, Reetu also re-created and launched The Gupta Family Foundation. She sits as President and Co-Chair of the Foundation.

Reetu was twice honoured with the distinction of WxN's Top 100 Most Powerful Women in 2019 and 2020 as well as Canada's Top 40 Under 40 in June 2017. She was the only Top 40 honouree from the real estate sector and one of just nine women to receive this designation.

Alongside her professional success, Reetu is actively contributing to the hospitality and real estate industry as well as local communities to give back and ensure that others are granted help and guidance. Reetu chairs many committees and sits on several boards, (both corporate and not-for-profit) some of which include the Women in Tourism & Hospitality Conference, the Indo-Canada Chamber of Commerce (ICCC), the Ted Rogers School of Management & Hospitality Board, Marriott's Women Supporting Women Board, the Community Foundation of Mississauga Grants Committee and more.

Outside of the hospitality and real estate industry, Reetu acts as a life coach and mentor to women who are looking for professional, spiritual and life guidance. As the Founder and President of The Shakti Society, Reetu also teaches complimentary monthly meditation classes to empower all individuals with courage and to instill a strong sense of confidence.

Reetu continues to exceed excellence and is an inspiration not only in her industry, but for women everywhere.

## PROFILE

Reetu believes in elevating humanity through three elements: courage, confidence and conviction.

## PASSIONS

Meditation  
Reading  
Dance - Ballroom, Bollywood, Bhangra  
RAPTORS

## WEBSITES:

[www.eastonsgroup.com](http://www.eastonsgroup.com)

[www.guptagroup.ca](http://www.guptagroup.ca)

[www.rogueinsightcapital.com](http://www.rogueinsightcapital.com)

[www.theguptafamilyfoundation.com](http://www.theguptafamilyfoundation.com)

## INSTAGRAM:

@sis\_from\_the\_six

## BLESSINGS – ACCOLADES

- ❖ Twice awarded Canada's Most Powerful Women: Top 100™, BMO Entrepreneur Award presented by the Women's Executive Network (WXN), *November 2019 and December 2020*
- ❖ Excellence in Real Estate and Hospitality Award, presented by Impact Media & Events Corporation (IMEC), *November 2019*
- ❖ Female Entrepreneur of the Year Award presented by Indo-Canada Chamber of Commerce (ICCC), *June 2018*
- ❖ Female Entrepreneur of the Year Award presented by Indo-Canada Chamber of Commerce (ICCC), *June 2018*
- ❖ Rising Star Award presented by Pink Attitude, *March 2018*
- ❖ Business Executive of the Year Award presented by Anokhi Media, *November 2017*
- ❖ Canada's Top 40 Under 40®, *June 2017*

## GIVING BACK IS "DHARMA" - SPIRITUAL DUTY

- ❖ Project: Kindness – Reetu created this project during the COVID-19 pandemic to inspire kindness and help others. She led company-wide initiatives to donate food, goods, and other items to help support the community including:
  - Out of the Cold Shelters – monetary donation to fund the breakfast program for 6 weeks, *January 2021*
  - Golden Women Support – donated 50 bath towels for the shelter, *January 2021*
  - CP 24 Chum Christmas Wish – fundraising efforts in the amount of \$25,556.00, *December 2020*, and donated 400 children's reusable masks
  - Second Harvest Food Rescue – Donated 1,950 lbs of produce and dry food items, *March 2020 to November 2020*
  - Habitat for Humanity – donated four, 50 ft trailers worth of furniture from Holiday Inn Yorkdale, *November 2020*
  - University Health Network (UHN) – Donated 2,500 masks to healthcare and front-line medical personnel, *March 2020 to June 2020*
  - Saidham Food Bank – donated 125 meals, *August 2020* and coffee maker, coffee and condiments to supply hot drinks for the homeless, *December 2020*
  - Humber College – Donated 60 meals to international students, *May 2020*
  - St. Michael's Hospital, Mount Sinai Hospital, Sick Kids Hospital and Toronto General Hospital – Donated 400 snack food grab bags to EMS Personnel, *April 2020*
  - Tapestry at Village Gate West Retirement Community – Donated 200 plate covers, *April 2020*
  - Cooked and prepared complimentary meals for company staff across all hotels in the portfolio in Ontario and Quebec, *April 2020*
  - General Public – Online meditation sessions led by Reetu Gupta, President of The Shakti Society, *March 2020 to Present*
  - Dew Drop Inn Thunder Bay – Donated produce and dry food items, *March 2020*
  - Martha's Table Kingston – Donated produce and dry food items, *March 2020*
  - City of Kingston Housing and Social Services – Donated 1,750 bottles of shampoo and bars of soap, *March 2020*

## PHILANTHROPY

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- ❖ Along with The Gupta Family Foundation, raised funds for India Covid Relief which provided 300 oxygen concentrators and 1000 oxygen cylinders – June 2021
- ❖ Working on ICCO on Covid Task Force for India
- ❖ Working with My Brother's Keeper, part of the Obama Foundation, to set up a chapter in Toronto
- ❖ Working with Girls Opportunity Alliance (GOA), part of the Michelle Obama Foundation, for girls' schools in India
- ❖ Along with The Gupta Family Foundation and Cornerstone Jamaica, purchased tablets for children in rural schools in Jamaica to aid with on-line schooling – April 2021
- ❖ Sponsored teens at St. Elizabeth School in Jamaica to help with purchasing books, food and supplies for their education through the Mapex Foundation – June 2021
- ❖ Leading a campaign for Black Lives Matter, targeting the Hotel Industry – June 2020  
<http://canadianlodgingnews.com/blog/stand-in-unity-a-letter-from-reetu-gupta/>
- ❖ Working with United Nations and Nexus Global Summit on a program called Verified- helping stop the spread of misinformation to help countries fight Covid19- June 2020
- ❖ Created a program called #HospitalityIsLove to help foster growth in tourism- June 2020
- ❖ Created and launched The Gupta Group Family Foundation- a charitable organization
- ❖ MLSE Summer Camp – Acted as ambassador and raised over \$20,000 to help children attend summer programs where they learn sport and professional skills, *Summer 2019*
- ❖ Holiday Helpers – Leading annual company-wide holiday drive to raise toys and goods for Toronto families in need during the holiday season. Over the course of seven years, under Reetu's leadership, Easton's Group assisted 55 families each year with donations in toys equivalent to approximately \$130,000, *2012 to Present*
- ❖ Awaken Your Soul, Organizer – Led and acted as MC for "Awaken Your Soul" with spiritual leader, Shri Brahmishi Guruvanand Ji Swamy (comparable to the Pope for Hinduism and spirituality) with thousands of attendees and nationally televised to hundreds of thousands on Asian Television Network (ATN), *2013 to Present*
- ❖ World Spiritual Awareness Forum, President of Canada, *2013 to Present*
- ❖ The Shakti Society, Founder, President, and Chair – Leading complimentary meditation sessions once a month to spread spirituality and awareness, *2012 to Present*
- ❖ World Spiritual Awareness Forum (WSAF) Holiday Charity Drive – Co- led an initiative to deliver food to the Out of the Cold homeless shelter with volunteers providing inspirational messages and decorations for the holiday season, *December 2018*
- ❖ World Spiritual Awareness Forum (WSAF) Youth Conference – Sponsored and organized a day full of inspiration and empowering activities centered around spirituality and culture for youth aged 16 and up, *August 2016*
- ❖ University Health Network's (UHN) Diwali Gala, Committee Co-Chair – Led the annual gala for Canada's largest hospital network. In the two years under Reetu's leadership, the two annual events raised \$1,385,000 (gross) to support the UHN for Emergency Medicine, the Peter Munk Cardiac Centre and the Donald K. Johnson Eye Institute, *2015 to 2016*
- ❖ World Spiritual Awareness Forum Youth Conference in New Jersey – Organized and led the first international conference, *July 2014*

- ❖ Ryerson University – Donor of \$1,000,000 to the University to primarily be used to support bursaries for students that have a financial need, *March 2014*
- ❖ Dancing with the Mississauga Stars – Raised \$65,000 for the Community Foundation of Mississauga by competing in ballroom dancing (Cha Cha), *November 2013*
- ❖ Water Aid, Brand Ambassador – Led company-wide summer campaigns to raise money for water projects in Africa, *2014 to 2015*
- ❖ Interval House Women's Shelter, Supporter
- ❖ Toronto Public Libraries, Supporter
- ❖ BOCHASANW ASI SHREE AKSHAR PURUSHOTTAM SWAMINARAYAN SANSTHA CHARITIES, Supporter

## INDUSTRY INVOLVEMENT

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- ❖ WXN Top 100 Co-Chair *for 2022*
- ❖ Princess Margaret Cancer Foundation Board of Directors *October 2021*
- ❖ Jubilee Gift – circle of learning and creation *July 2021*
- ❖ CityRock Ventures Limited Partnership Advisory Committee (LPAC); *April 2021*
- ❖ Hilton Distribution Owner Advisory Council (DOAC); *March 2021*
- ❖ *Hotelier Magazine* Editorial Advisory Board, *January 2021*
- ❖ WXN Wisdom Mentor, *January 2021*
- ❖ Propel Advisory Board; Advisory Board Member, *November 2020*
- ❖ Resolution Advisory Board; Board of Directors, *November 2020*
- ❖ ELLA (Entrepreneurial Leadership and Learning Alliance) Advisory Board Member, *October 2020*
- ❖ WXN Brand Ambassador, *September 2020*
- ❖ WXN Diversity Council, *August 2020*
- ❖ Easton's Group of Hotels Diversity and Inclusion Committee *January 2020; on-going*
- ❖ Hotel Associate of Canada (HAC), 2020 Conference Advisory Committee Member
- ❖ Indo-Canada Chamber of Commerce, Advisory Board Member
- ❖ Ted Rogers School of Management & Hospitality Board, Advisory Board Member
- ❖ Women in Tourism & Hospitality Conference, Advisory Board Member
- ❖ Marriott's Women Supporting Women Board, Advisory Board Member
- ❖ Community Foundation of Mississauga, Grants Committee Member
- ❖ York University's Entrepreneurial Leadership & Learning Alliance (ELLA) Program, Ambassador
- ❖ Easton's Group of Hotels Diversity and Inclusion Committee, Co-Chair
- ❖ Zonetail Inc., Board Member, *2019 to 2020*
- ❖ Design Exchange, Board Member, *2018 to 2019*
- ❖ The City of Toronto Sesquicentennial Celebration of Canada Advisory Committee, Co-Chair, *2017*
- ❖ Toronto International Film Festival (TIFF) Young Professionals Group, Board Member, *2017*
- ❖ Toronto International Film Festival (TIFF) Opening Ceremony Gala, Advisory Committee Member, *2013*

## SPEAKING ENGAGEMENTS

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- ❖ Women's Day Event Panel; Presented by ARRA Arts and CGI Toronto; *March 2021*
- ❖ Ryerson University, Ted Rogers Management Conference; Ryerson Business Panel Forum; *March 2021*

- ❖ ICCC Webinar; Thursday Talks series; Values Based Business Leadership Panel; Trends in Real Estate; February 2021
- ❖ Seneca College Panel; Advise from the C-Suite series; "Positioning for a strong career trajectory, post-COVID"; February 2021
- ❖ The Open Chest Confidence Academy Leadership Series; Transform Your Confidence: Leadership Communication Is All In The Mind; January 2021
- ❖ WXN Mojo Mondays; a three-session series; "A Conversation with..."; joined by Tara Wilson; Topic: Leadership and Career Advancement; September 2020
- ❖ Hotelier Magazine Virtual Panel – What Happens after COVID-19, *June 2020*
- ❖ Nexus Global Summit – Masterclass with Reetu Gupta, *June 2020*
- ❖ Women's Executive Network (WXN), Weekly Online Meditation Sessions for "Part II, Top 100 Unite and Rise" – Introduced and led *Devi* meditation during the COVID-19 pandemic every Friday for one hour via Instagram Live, *April to May 2020*
- ❖ Anokhi Media, Webinar Keynote Speaker for "COVID-19 Series on Spirituality and Lifestyle", *April 2020*
- ❖ Commercial Real Estate Library, Podcast Speaker for "Episode 28: COVID-19 Series: Hotel Impacts with Easton's Group of Hotels CEO Reetu Gupta", *April 2020*
- ❖ Women's Executive Network (WXN), Webinar Panel Speaker for "Part I, Top 100 Unite and Rise: Letting Go of Your COVID-19 Fear", *April 2020*
- ❖ The Shakti Society, Online Meditation Sessions – Introduced and led *Devi* meditation to spread love and kindness during the COVID-19 pandemic via Instagram Live and YouTube Live, *March to April 2020*
- ❖ Canada's Outstanding CEO of the Year® Futures Fund Leadership Forum, Panel Speaker, *February 2020*
- ❖ Commercial Real Estate Library, Podcast Speaker for "Episode 23: Hospitality Empire with Easton's Group of Hotels CEO Reetu Gupta", *February 2020*
- ❖ Hotelier Magazine, Podcast Speaker for "Checking In with Rosanna Caira, Episode 3: Sharing Insights of Being A Female Leader in Canada's Hotel Space", *November 2019*
- ❖ Culture Market Co. and Anokhi Media Diwali Market, Panel Speaker for "How I Built My World Class Business Using Teachings From My Culture", *October 2019*
- ❖ Indo-Canada Chamber of Commerce (ICCC) Young Professionals Group, Keynote Speaker for "Chai with CEO", *September 2019*
- ❖ Matrix360 International Women's Day Speaking Series, Panel Speaker for "The Colour Code: Exploring Colour, Race and Gender in the Commercial Real Estate Industry", *June 2019*
- ❖ Awaken Your Soul, Keynote Speaker – Spoke during the "Awaken Your Soul" event with spiritual leader, Shri Brahmishi Guruvanand Ji Swamy with thousands of attendees and nationally televised to hundreds of thousands on Asian Television Network (ATN), *June 2019*
- ❖ Women in Tourism & Hospitality Conference, Panel Moderator for "Creating Success through Innovation, Access to Capital and Increased Profitability" Session and Leader for Guided Meditation, *May 2019*
- ❖ Canada India Foundation Women Entrepreneurs' Conference, Panel Speaker for "Inspiring Case Studies of Women Operated Companies", *May 2019*
- ❖ Humber College, Viewpoint Learning Series, Panel Moderator for "Technology & Hospitality Management: Distraction to Disruption", *May 2019*
- ❖ Brampton Mastermind, Keynote Speaker for "Networking Series", *April 2019*
- ❖ World Angel Investment Summit presented by National Angel Capital Organization (NACO) Canada, Panel Speaker for "Unlocking the Power of Generational Wealth", *September 2018*

- ❖ Fortis Inc. Women Executive Leadership Forum, Keynote Speaker, *June 2018*
- ❖ Women in Tourism & Hospitality Conference, Panel Speaker for "Transformational Growth and Disruptive Change: What Drives Leaders Behaviour?" Session and Leader for Guided Meditation, *June 2018*
- ❖ Cross Border Angels (CBA) Brampton Catalysts Event, Panel Speaker, *June 2018*
- ❖ Women in Tourism & Hospitality Conference, Speaker at the "Taking Charge of Your Career: Advocate, Assert And Confidence Code" Session and Guided Meditation, *September 2017*
- ❖ 28th Annual Pinnacle Awards, Master of Ceremonies with Rosanna Cairn, Editor and Publisher of Kostuch Media's Foodservice and Hospitality and Hotelier Magazine, *December 2016*
- ❖ University Health Network (UHN) Diwali Gala, Master of Ceremonies with Kevin Frankish, Host of Breakfast Television, *November 2016*
- ❖ Ryerson University, Ted Rogers Business School, Guest Speaker for student lecture "Destination Management Systems", *September 2016*
- ❖ TD Bank, South Asian Diversity 3rd Annual Social Mixer, Panel Speaker, *July 2016*
- ❖ Canadian Hotel Investment Conference (CHIC), Panel Speaker regarding "Mixed Use Developments", *May 2016*
- ❖ Ryerson University, Ted Rogers Business School, Guest Speaker for student lecture "Asset Management in Hospitality", *February 2016*
- ❖ Ryerson University, Ted Rogers Disruptors in the Service Industry Conference, Launch Panel Speaker, *March 2016*
- ❖ University Health Network (UHN) Diwali Gala, Master of Ceremonies with Kevin Frankish, Host of Breakfast Television, *November 2015*
- ❖ Empower Women "Embrace Life Now" Event, Keynote Speaker, *November 2014*
- ❖ Ladies Who Chai, Building your Brand and Business Event, Panel Speaker, *April 2014*
- ❖ AMÖI Women and Gender Diversity Conference, Panel Speaker, *April 2014*
- ❖ Canadian Hotel Investment Conference (CHIC), Keynote Panelist for "Family Ties, From House to Hotel", *May 2013*
- ❖ Ryerson University, Ted Rogers Business School, Keynote speaker for "Family Business and Succession", *April 2013*
- ❖ King Blue Exclusive Launch Event, Master of Ceremonies, *October 2012*
- ❖ B'nai Brith Great Canadian Women Gala, Master of Ceremonies, *June 2012*
- ❖ Miss India Canada World Wide Pageant, Judge, *August 2010*
- ❖ Association of Women in India (AWIC), Master of Ceremonies, *November 2005*