



## Erin Bury

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Erin is an entrepreneur, speaker, startup advisor, and former technology journalist. She is the co-founder and CEO at Willful, an online estate planning platform that makes it easy for Canadians to create a will in less than 20 minutes. At Willful she's responsible for driving the company's mission to make it easier for Canadians to prepare for and deal with death in a digital age. Erin is a frequent speaker with Speakers' Spotlight, and has appeared in publications including The New York Times, Forbes, and CNN. She is a board member at Save the Children Canada, and a member of the #Tech4SickKids advisory council for SickKids. She was named one of Marketing Magazine's top 30 Under 30 marketers, and her claim to fame is being retweeted by Oprah - twice.