

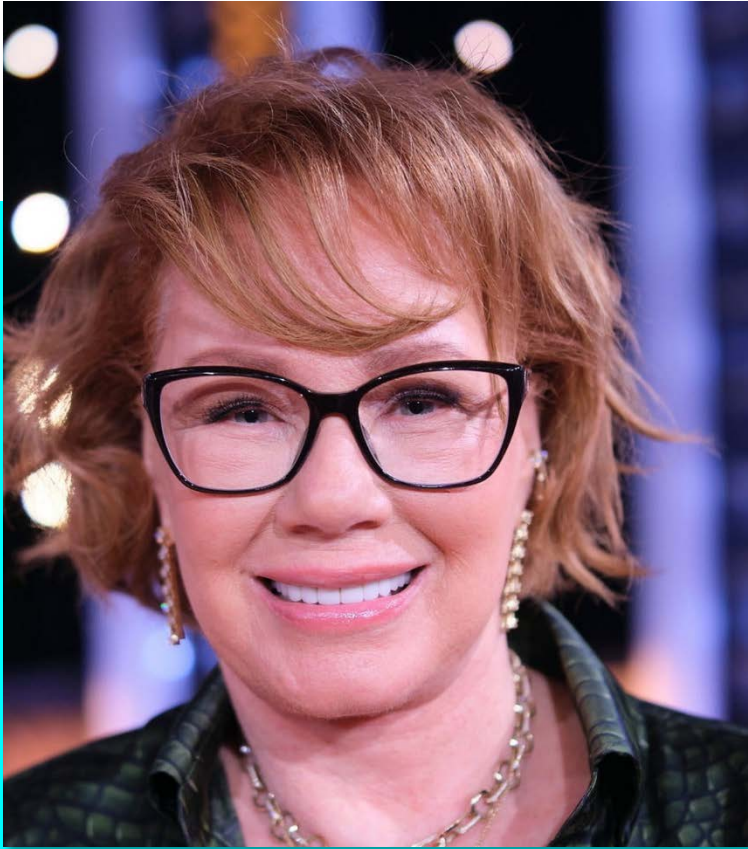


# Arlene ●●● DICKINSON

*"Dragon", CBC's Dragons' Den | Celebrated CEO | Bestselling Author*



[TheSpotlightAgency.com](http://TheSpotlightAgency.com)



# ARLENE DICKINSON

*"Dragon", CBC's Dragons' Den | Celebrated CEO | Bestselling Author*

Arlene Dickinson is a visionary entrepreneur and leader with a remarkable track record of success. One of CBC's preeminent "Dragons", Arlene has over 35 years of experience launching, operating, and managing businesses, growing them from early-stage startups to multi-billion-dollar corporations. She is a shining example of what can be achieved through hard work, determination, and vision, and her unwavering commitment to excellence, passion for innovation, and deep dedication to her community has made her a true Canadian icon.

Arlene is the founder and general partner of District Ventures Capital, a venture capital fund that invests in innovative companies in the food and beverage and health and wellness sectors. Under her leadership, they have become a leading force in the industry, with a portfolio of ground-breaking companies transforming the way we live and eat.

A three-time bestselling author, Arlene's latest book, *Reinvention: Changing Your Life, Your Career, Your Future*, is about using business practices to turn your personal life around. Arlene shares her blueprint for evaluating strengths, locating purpose, and charting bold new paths.

In recognition of her leadership and entrepreneurial prowess, Arlene has been honoured with numerous awards and accolades. She has been inducted into the Southern Alberta Business Hall of Fame and the Marketing Hall of Legends, recognized as one of Canada's Most Powerful Women: Top 100, and honoured with the prestigious Queen Elizabeth II Diamond Jubilee and Platinum Jubilee medals. In 2025, she was honoured with the Canadian Chamber of Commerce Lifetime Achievement Award. Arlene also served as an honorary captain of the royal Canadian Navy for over 10 years.

# @ArleneDickinson

123K+ followers on Instagram

## Audience Demographics



11.7%

15.9% ages 35-44

21.5% ages 45-54



88.2%

31.0% ages 55-64

20.7% ages 65+

Top Countries: Canada, USA





Arlene has been a fan favourite on *Dragons' Den* since joining the cast in season two.



Arlene has her own YouTube series, *Arlene is Alone*. Whether it's moving on from a breakup, learning to be alone, or coping with the loss of a loved one, Arlene explores the realities of singlehood with honesty and heart.

**Arlene is available to partner with brands for a variety of initiatives, including:**

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- and more

**Past partners:**



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**Partnership Opportunities** ●

## Arlene Dickinson: Canada's entrepreneurs have a strategic vision — where are our politicians?

*Opinion: Federal government needs to lead the way as business threats rise*

Arlene Dickinson, Special to Financial Post

Published Oct 31, 2024 • 3 minute read

13 Comments



Arlene Dickinson believes entrepreneurs need much better from the federal government. PHOTO BY GREG AGNEW/TIMES & TRANSCRIPT

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