



*‘Identify where you’re going and then design a process to get there’*

In the decade since she graduated with BSc from the University of Toronto’s Faculty of Applied Science and Engineering, Gina Mollicone Long has been busy. Sharing J.P. Bickell’s entrepreneurial bent, Gina is the founder of no less than three thriving companies. She has a special interest in empowering girls and young women.



# SCHOLARSHIPS

“At U of T I was part of a movement to increase the number of women in Chemical Engineering,” says the recipient of the J.P. Bickell Scholarship, recalling the founding of the Chemical Engineering Women’s Committee. “I believe that anybody should be able to do whatever they want or whatever they’re good at, without being held back by any systemic or other barriers.”

Gina has made this philosophy the basis of her career. After post-graduation stints at various companies including Procter & Gamble and Molson, Gina left the corporate world in 1998 to start her own company, Goddess Concepts. The company, she says, “is dedicated to bringing out the best in people,” and to this end she offers coaching, brand development, and services to help individuals and organizations connect to their identities.

This kind of work comes naturally to Gina, who has been coaching sports and tutoring math her whole life—and she doesn’t see *any* of her work as a big leap from the engineering training she had at U of T. “Engineers are process thinkers,” she says. “I’m very good at the knowledge transfer of what I learned as an engineer to different content. For me the process is similar: you identify where you’re going and then you design a path to get there.”

Gina says that not having to work full-time to support herself during university was a great help to her personally—but the University also enjoyed a kind of return on its investment. “Because I had financial support from the scholarships I had won, I was able to give back to the University, to start the Chemical Engineering Women’s Committee,” she says.



# SCHOLARSHIPS

The University's commitment to welcome all academically-qualified students, regardless of their financial circumstances, means that it offers scholarships and bursaries to help ease the way for students. The J.P. Bickell Foundation's investment in scholarships and bursaries for students in disciplines related to the mining industry that J.P. Bickell helped shape has seen over a half a million dollars disbursed to more than 1000 students.

Gina says, "Having financial support is enormous in the sense that a lot of people do things—or don't do things—because they don't have the money." She has made it her life's work to ensure that nothing stands between her clients and their true callings. "I use my own life as an example," she says. "People ask, 'How did you get into this career?' And I say, 'I made it up!'"

