

Laurel Sim, BSc, PMP

1. *Introduce yourself and explain what motivates you to serve on the PMI Board, including the unique perspective or contributions you would bring to the role.*

Hello, I am Laurel Sim. Over a 25-year career spanning 17 industries, I have dedicated myself to advancing the project management profession. As Managing Partner at Taleo Project Services, I guide complex global initiatives and build innovative tools like virtual reality games to teach project management to future generations.

My motivation to serve on the PMI Board stems from a deep passion for education, community impact, and the transformative power of our work. I have proudly volunteered with PMI for many years, serving as PMISAC President, Regional Mentor, and on the Board Volunteer Advisory Committee. These roles taught me the absolute importance of strong governance and strategic vision within our global community.

I bring a unique blend of entrepreneurial leadership, extensive nonprofit board experience, and a forward-thinking mindset. Having navigated complex global transformations and managed high-stakes stakeholder alignments, I understand how to turn diverse perspectives into unified action. On the Board, I will leverage this expertise to champion innovation, strengthen financial sustainability, and ensure every project professional has the resources they need to succeed. Together, we can shape a bright future for project management.

2. *How would you use a Board position to lead PMI into the future?*

As a PMI Board Director, my focus will be on driving innovation and ensuring our global community remains at the forefront of business change. The project management profession is evolving quickly, and PMI must lead this transformation.

I will use my background in digital strategy such as launching virtual reality tools for project management education and building global partnerships to enhance PMI's value. My vision is to champion initiatives that deepen member engagement, expand our reach in new markets, and equip professionals with the exact skills they need to solve complex problems.

We must embrace new technologies while staying true to our core principles. By building a culture of continuous learning and inclusive collaboration, we can empower project professionals at every career stage to excel. I am also committed to sound financial oversight to ensure these ambitious goals remain sustainable for years to come.

Ultimately, I want to use this position to amplify the positive impact of our profession worldwide. Together, we will build a resilient, forward-thinking PMI that empowers practitioners to drive meaningful change and shape a successful future.

3. Is there anything else you would like members to know as they consider your candidacy?

I want PMI members to know that my leadership style is deeply rooted in collaboration, empathy, and adaptability. Throughout my 25-year career across 17 industries, I have learned that the most successful initiatives are built on diverse perspectives. This dedication has been recognized through honors such as the "Best Place to Work Led by a Female 2026" and the "King Charles III Coronation Medal of Canada." I am fiercely committed to inclusivity, ensuring that every voice is heard and valued, whether we are navigating global corporate transformations or developing grassroots community programs.

If elected, I will tirelessly advocate for your needs, empowering practitioners from all backgrounds and regions to grow and excel. As AI technology rapidly evolves and transforms our profession, it is more important than ever to strengthen PMI's value statement, reaffirming the unique expertise and leadership our community brings to organizations worldwide. I am committed to ensuring that PMI remains the trusted source for project leadership excellence and continues to deliver meaningful support and opportunities for our members and the companies we serve. It would be an absolute honor to bring my strategic experience, inclusive mindset, and unwavering passion to the PMI Board of Directors. Thank you for your consideration, and I look forward to the opportunity to serve you.