

THE BETTER PROFESSIONAL®

BUSINESS & PERSONAL BRAND
CONSULTING FIRM BASED IN BOSTON, USA



PRESENT



ABOUT FOUNDER JANIKA LEMAITRE

Janika (Jan) LeMaitre founded The Better Professional® in 2020 to provide a branding road map for entrepreneurs and their teams through consulting, coaching, and speaking.

Jan is from Perth, Australia and her experience spans over 18 years, working and managing in multiple luxury industries. This includes five-star hotels & resorts, airlines, fashion retail, and fine jewelry such as The Four Seasons Hotel group, Emirates Airlines, and Long's Fine Jewelers. Her love of travel has enabled her to take positions in Australia, the United Arab Emirates, and the United States of America.

Through her journey, Jan learned the importance of professionalism, civility, and how the people and brand standards make a business come to life, leading her to follow her instincts and become an expert in protocol, etiquette and branding.

A second generation Rotarian, Jan currently serves as a director on the Weston and Wayland Club board. She has also supported several local non-profit fundraising committees in the Boston area such as the UnMask Cancer Gala, Catie's Closet and proudly raises awareness for RIA Inc. Charitable giving is on the top of her "must-do" list.

SPEAKING TOPICS

- Handling Gender-Neutral Pronouns With Style
- Shifting Gears: Networking In-Person Vs. Virtually

PODCAST

- Polish Your Persona, Season 1:
Guiding professional women on how to create a sophisticated reputation for themselves.

QUALIFICATIONS

- Protocol School of Washington (PSOW)
Licensed Trainer
- The British School of Etiquette (BSE)
Certified Trainer
- Protocol Diplomacy International (PDI-POA)
Member, Conference Breakout Presenter 2021
- Rotary Club of Weston & Wayland Board
Director

CONTACT

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2.2K

LinkedIn followers

1.5K

Podcast downloads