



Wendy MacKinnon Keith, CEO and founder of Digital Retail Apps

Wendy is CEO & founder of Digital Retail Apps, creator of SelfPay: a mobile self-payment shopping app for in-store purchases. Wendy partners with leading retailers, including Lux Beauty in Edmonton and Gotstyle in Toronto, to give shoppers an integrated shopping and paying experience so they can enjoy shopping and spend less time waiting in line to pay. Wendy is a frequent speaker at events such as SXSW in Austin, Card Not Present in Orlando and was selected as the sole Canadian start-up speaking at The Innovation Project, held at Harvard. Wendy previously consulted to IBM, Ameritech, Nokia and Safeway. Ivey MBA