Genome BritishColumbia

Genomics positively impacts life, every day.

Board Profile



Laura Silvester

Entrepreneur & Operator | VP & GM Services, Jane App

Laura Silvester is a technology entrepreneur, operator, and advisor with expertise in AI product development, founding and scaling technology ventures, and responsible innovation. Laura is passionate about helping others thrive as entrepreneurs.

Laura is currently building the Services business at Jane App to help health and wellness small business owners thrive. Laura was the Co-founder & COO of Anthill, an AI-native workforce management platform built to serve frontline workers globally and acquired in 2026. Laura has also built exceptional products, teams, and businesses at Hootsuite, Lululemon Athletica, and McKinsey & Company.

Laura brings a combination of operational depth, product experience, and people leadership: she has built and scaled AI-powered products across complex, multilingual, distributed workforces, with a focus on making technology accessible and equitable. She was named to The Peak's Emerging Leaders List in Tech (2023) and is a recipient of Business in Vancouver's Forty Under 40 Award (2025).

A committed contributor to Canada's innovation & education ecosystem, Laura serves as a Board Director for Venture for Canada and Genome BC. She is a lifelong learner and passionate builder of learning communities as a JOURNEY Fellow and educator on leadership, AI, and the future of work.

Laura's biggest learnings to date come from parenting two energetic children alongside her husband in Vancouver.

Visit **genomebc.ca**