

20 | LEADERSHIP 26 | CONFERENCE

Gina Thorsen

CONNECTION IS THE REAL COMPETITIVE ADVANTAGE

Business success isn't built in isolation — it's shaped by the people who walk alongside us. From a small town in Michigan's Upper Peninsula, Stormy Kromer CEO Gina Jacquart Thorsen has seen firsthand how connection shapes success and legacy. This session explores why reaching out, saying yes, and nurturing relationships — even when there's no clear immediate benefit — creates lasting momentum. Through heartfelt storytelling and practical takeaways, you'll learn how meaningful human connection fuels courage, innovation, and long-term leadership growth.

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CEO, Jacquart Fabric Products

Gina Thorsen is the CEO of Jacquart Fabric Products, home of the iconic Stormy Kromer brand, and the first woman to lead the 120-year-old company. Since stepping into the role, she has guided a period of remarkable growth, expanding Stormy Kromer from a heritage cap maker into a multi-category apparel and accessories brand with a revitalized digital presence and collaborations with partners such as Carhartt, Wolverine, Merrell, and the Detroit Red Wings. She also spearheaded the launch of the Stormy Kromer Collegiate Collection, featuring partnerships with 18 Midwestern universities.

Before returning to her family's business in Michigan's Upper Peninsula, Gina spent more than a decade in nonprofit leadership with Big Thought in Dallas, developing nationally recognized youth programs and securing major philanthropic investments.

Gina holds degrees from Goucher College and the University of Wisconsin–Stevens Point and has been recognized as a 2023 Outstanding Business Leader by Northwood University. She serves on the board of the Small Business Association of Michigan and the UW–Stevens Point Alumni Board, and recently completed a term on the Federal Reserve Ninth District Advisory Council.