

2022 Symposium Session: Cary Fortin + Cara Oppenheimer | goodbuy "Put Your Money Where Your Heart Is: Shopping as Activism"

Over 70% of all US online spending goes into the pockets of 15 mega retailers. With over 72 million products from 185,000 small, values aligned businesses, goodbuy is on a mission to make shopping feel good by making conscious shopping easier online. goodbuy was named one of Fast Company's World Changing Ideas and has been featured in Forbes, The Zoe Report, Entrepreneur Magazine, Retail Brew and Pop Sugar.

Cary Telander Fortin is the co-founder of goodbuy, a conscious consumption and consumer psychology expert. She is a serial entrepreneur, having previously founded New Minimalism, Declutter + Design where she was a best-selling author and had her work featured in The Washington Post, New York Times and O Magazine. She graduated with honors from Dartmouth College in psychology and currently resides in Boise with her partner, two young children, one rescue pup and four chickens.

Previous to her life as co-founder of goodbuy, Cara Oppenheimer led the creative teams at world renowned agencies. For 17 years, she strategized, designed, and developed large-scale brand experiences for Fortune 100 companies. She's a Canadian born and raised, a mom of two boys under five, and a believer in ordering one of everything off the menu. Cara is focused on using her superpower creativity, and her deep understanding of consumer behavior — to build and scale ideas that change the world.

