



BIOGRAPHY - LAURIE LAUNIERE HIGGINS

Laurie Launiere Higgins, affectionately called “Laurie” can be said to be the “Mother Theresa” of our modern society. Her selfless love for humanity, the homeless and veterans always inspire others she comes in contact with to offer back to the society and community they grew up in. Laurie is a mother and grandmother and takes everyone she encounters as family.

Laurie has extensive experience in Administration, Sales and Marketing, Automotive Sales, Global Travel Arrangements, and QS Auditor and Quality Control. This was evident in her 10-year (1997 -2007) role as Executive Administrative Assistant at H C Olsen and Associates, Inc. (Grand Rapids).

Notable Achievements

She is a phenomenal woman in terms of Company and organizational structure and most say her leadership acumen was what gave birth to a reality from a dream of serving humanity and the less privilege. She has lead two international teams in marketing, financial and leadership material for the Life Leadership Program. With this Laurie learned systematic business, leadership and personal development through books, training seminars and leadership conventions.

Notable achievements also include importantly, the setting up of HIRED INC, and getting the Charity Status to 501c3 which was legalised and incorporated in April 2017. Laurie is the Founder and President of HIRED Project (Humanitarian Interaction for Relief and Sustainable Development).

Laurie was part of the Kalamazoo County Veteran Fair and Family EXPO held in August 2018. In her statement, “Our ideology as a 501(c) 3 tax exempt organization, is to begin from our own homes in solving veteran homelessness that means continuing to invest in effective interventions to prevent homelessness among veterans and rapidly re-house those who become homeless. It means keeping up our relentless outreach to veterans in need”.

Also, during the Veterans Day with family and Community at the Ionia Free Fair 2018, Laurie had the singular honour of being invited to give her speech about her works, team and the vision of HIRED Project. Laurie received resounding applause and this culminated into more reviews and support from veterans.



Speech by Laurie at the Ionia Free Fair, 2018

Laurie’s role at HIRED Project has been instrumental, beneficial and as President, she is living up to the name through project management with her team, coordination, corporate partnerships, leading on fundraising and all matters of Board meetings.