

## **Mr. Andrew Soren**

### **Founder and CEO of Eudaimonic by Design**

### **Executive Director of the International Positive Psychology Association (IPPA)**

#### **Bio**

Andrew Soren is the Founder and CEO of Eudaimonic by Design, a global network of facilitators, coaches and advisors who share a passion for well-being and believe organizations must be designed to enable it. He is also the Executive Director of the International Positive Psychology Association (IPPA), the leading global association dedicated to advancing the science of wellbeing and its applications to promote human flourishing.

For the past 25 years, Andrew has worked with some of the most recognized brands, non-profits and public sector teams to co-create values-based cultures, develop positive leadership, and design systems that empower people to be their best.

He regularly writes and speaks about how to apply the science of wellbeing at work. His most recent article, Meaningful Work, Well-Being, and Health: Enacting a Eudaimonic Vision, was published in the International Journal of Environmental Research and Public Health.

Since 2013, Andrew has been part of the instructional team at the University of Pennsylvania's internationally renowned Master of Applied Positive Psychology program. Before becoming its Executive Director, he was a member of the board for IPPA and chaired the 2023 World Congress on Positive Psychology.

He was a senior advisor in Governance, Culture, and Leadership at LRN and spent 13 years at BMO Financial Group, one of Canada's largest banks. There, he led strategy in marketing and human resources, focusing on brand revitalization, leadership development, and the co-creation of high-performance culture.

**Keynote address on:**

**Eudaimonia at Work: Designing Virtue Ethics and Human Development into Organizational Life**

**Abstract**

This keynote explores the moral and psychological conditions of contemporary global work, arguing that rising inequality and systemic strain require us to reimagine organizations as sites of eudaimonic potential—not merely economic production. Drawing on virtue ethics, human development theory, and emerging research in organizational studies, Soren suggests that workplaces can cultivate character, purpose, and growth in ways that serve both individual and collective well-being.

Using a systems metaphor of a boat, the keynote illustrates how organizational design shapes flourishing: the hull represents the conditions of decent work that make participation possible; the sails as dimensions of well-being; the masts, captain and crew reflect job design, leadership, and social contracts that translate values into practice. Together, these elements navigate complex socio-economic waters toward shared and worthwhile destinations. The keynote invites leaders, scholars, and practitioners to move beyond instrumental models of work and toward organizations intentionally designed for human flourishing.