

REFOUNDER

Meaning: Refounder: a person who revitalizes or re-establishes a brand, organization, or business, often by introducing new ideas or strategies.

1. The company hired a refounder to revitalize its struggling brand and restore customer trust.
2. After the merger, the new CEO positioned herself as the refounder, bringing fresh ideas to the outdated business model.
3. In her role as a refounder, she emphasized innovation and collaboration to boost employee morale.
4. The startup sought a refounder who could navigate the complexities of the tech industry with vision and agility.
5. As a refounder, he focused on sustainable practices that aligned with the evolving values of modern consumers.

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