



PRESS RELEASE

FOR IMMEDIATE RELEASE

New Brunswick Business Council Names Monica Gaudet-Justason as President and Chief Executive Officer, Denis Caron as its next Chair.

FREDERICTON, N.B., July 11 2024 – The New Brunswick Business Council (NBBC) is pleased to announce that Monica Gaudet-Justason has been named its President and Chief Executive Officer. Ms. Gaudet-Justason will assume her new role on a full-time basis effective September 1, 2024.

Andrea Feunekes, Chair of the NBBC Board of Directors and CEO of Remsoft, a forestry software company, stated: “The Council is thrilled that Monica has accepted to lead the Council’s next Chapter. Monica is a seasoned professional with extensive experience in business transformation, strategy, stakeholder relations, and organizational change management. She is fluent in English and French and has built a distinguished career marked by leadership roles in consulting, economic development, business transformation and stakeholder engagement. Monica's most recently served as Vice-President of Transformation at Mariner Innovations.

The Council is also pleased to announce that Denis Caron, CEO of the Port of Belledune, will assume the role of Chair of the Council - also effective September 1, 2024, upon the end of Ms. Feunekes’ two-year term.

Mr. Caron brings a wealth of executive leadership to the role, having previously served as a leading Deputy Minister for economic development. Mr. Caron’s extensive knowledge of the opportunities and challenges of all regions of the province will provide the council with a unique perspective on the Council’s mission.

The NBBC is a non-partisan group of leaders and CEOs committed to ensuring New Brunswick meets its full potential. It collaborates with business, government and community partners to find meaningful, fact-driven solutions to the province’s challenges.

“I am looking forward to continuing the invaluable work of the New Brunswick Business Council. I can already attest that Council members care passionately about the social and economic progress of New Brunswick. It is why the Council exists, to affect change by bringing people together to meet our collective challenges and help seize opportunities to better the lives of New Brunswickers,” stated Ms. Gaudet-Justason.

In coming Chair, Mr. Caron added:

“We are looking forward to workings with Monica, who will play a vital leadership role in advancing the narrative of the recently released Campbell’s Report, *Growing the export economy: Key to New Brunswick’s future prosperity (NBBC Campbell Report)*. As we emphasized last month, the NBBC is concerned by the state of the provincial economy. Recent economic growth has been lackluster and private sector investment is insufficient to foster growth. The report is intended to initiate discussions around its findings and create a dialogue on how industry and government and agencies can collaboratively focus on GDP growth in the province. The conversation is just beginning”

About The New Brunswick Business Council

The New Brunswick Business Council (NBBC) consists of leaders and CEOs who each have a deep, personal stake in this province and its future. We adopt a forward-looking, positive perspective of what’s possible in New Brunswick and collaborate on real-world issues to find meaningful, fact-driven ways to solve them. We work hard to change the narrative in the province—and beyond. We pride ourselves on being a transparent, non-partisan group and believe in a better New Brunswick.

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