

## **New Director of Operations Announced**



**October 29, 2018 - Ottawa, ON – The Kanata North Business Association (KNBA)** is pleased to announce the appointment of Veronica Farmer as the Association's new Director of Operations.

Veronica was selected as the result of an extensive search which drew the interest of candidates across the city of Ottawa. As the business association has grown in the level of support provided to members since inception in 2013, so have the organization's efforts to maintain momentum. As Canada's largest technology cluster, Kanata North Tech Park is home to over 500 companies with over 21,000 people working in the park every day. There are encouraging signs of continued economic growth and business strength in the Kanata North.

As a result, Veronica steps into the role as Director of Operations to support KNBA's members, board and team as the organization scales to new heights. A direct response to the continued growth and scale of the Kanata North business community.

"Since its inception just five years ago, KNBA has grown from a start-up to a sophisticated organization and a critical asset to the Kanata North business community. Our ability to attract senior leaders like Veronica reflects this, and we're looking forward to putting her experience and perspective to work for our members in the year ahead," said Amy MacLeod, Chair, KNBA Board of Directors.

A well-known marketing leader and business owner in the Kanata North business community, Veronica joins the KNBA team with over 20 years of experience in communications, business development, sales and marketing. Experienced in both public and private corporate environments, for profit and not-for-profit as well as working with entrepreneurs, startups and corporations, Veronica brings a unique strategic, tactical and practical perspective. Her breadth and depth of experience includes all aspects of marketing and communications - branding, go-to-market, marketing strategy and tactical planning and all aspects of digital marketing.

"Veronica is an established leader in the Ottawa business community, having worked with a number of global technology companies over the course of her 20 year career. Her experience and stewardship of the Association's operations will be critical as we lead the Kanata North business community towards the next phase of growth," said Jamie Petten, Executive Director, KNBA. "I look forward to unlocking greater opportunities to foster momentum for our members in Canada's Largest Technology Park with Veronica on the team."

Veronica has held a variety of senior management, business development and marketing communications positions and contracts in a variety of industries including; local companies such as; Tundra Semiconductor (now IDT), Invest Ottawa, Intouch Insight and Fidus Systems. In 2007, Veronica founded TrueCourse Communications Inc., a marketing communications

company providing clients with a broad range of marketing and communications. Veronica holds a Bachelor of Arts (Honours) from Queen's University and an Executive Masters in Business Administration from the University of Ottawa.

"I have spent the majority of my career strengthening the capabilities of technology companies in Kanata North. As an entrepreneur and CEO of True Course Communications, I have had deep experience working with a broad spectrum of members, resulting in a strong network of connections within our talented and innovative business community," said Veronica Farmer, Director of Operations, KNBA. "Jamie and the KNBA team have set in place a solid strategy and vision for Kanata North and I look forward to working with the members, board and partners to continue the successful path the KNBA is on."

Veronica will be working to support the organization's Executive Director, Jamie Petten, as she transitions into an additional role as a **new mom!**

Over the course of Jamie's maternity leave, Veronica will be the organization's primary point of contact as Interim Executive Director. During this transition period, it is KNBA's priority to stay focused on working with members and stakeholders to continue along a successful trajectory. Veronica has officially assumed her position and has begun working with the team.

### **About Kanata North Business Association (KNBA)**

The Kanata North Business Association is committed to representing and advocating for the best interests of the over 500 member companies located in Canada's largest technology park. As a critical part of Ottawa's economic development future and a renowned hub of technology and innovation, the Kanata North Tech Park is a robust and vibrant ecosystem. KNBA fosters success for its constituent companies by having a strong voice within the city of Ottawa and supports an integrated multi-partner promotions strategy to build awareness about Kanata North as a centre for innovation and a destination for business that supports growth, collaborations and talent for member businesses. For more information visit [www.kanatanorthbia.ca](http://www.kanatanorthbia.ca)

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### **Contact:**

#### **Deborah Lovegrove**

Marketing & Events

Kanata North Business Association

Phone: 613-254-8778

Email: [deborah@kanatanorthbia.ca](mailto:deborah@kanatanorthbia.ca)

or

#### **Veronica Farmer**

Director of Operations

Kanata North Business Association

Phone: 613-862-3346

Email: [veronica.farmer@kanatanorthbia.ca](mailto:veronica.farmer@kanatanorthbia.ca)