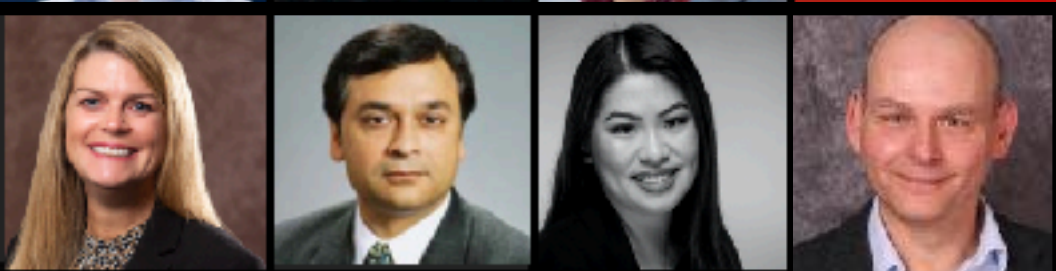




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2nd \$500

3rd \$250

Viewers Choice \$500 (UNB Faculty of Management)

Theme-based Awards (overall)

Entrepreneurial Powerhouse \$500 (CBDC)

Best Business Plan \$500 (New Brunswick Innovation Foundation)

Social Enterprise \$500 (Pond-Deshpande Centre)

Fredericton Chamber New Business* \$500 (Fredericton Chamber of Commerce)

Business Planning & Entrepreneurship Course* \$500 (Planet Hatch)

International Student Start-up Visa* \$1,000 (Planet Hatch)

**additional mentoring, networking, and in-kind benefits*

[WATCH RECORDING](#)

Jan. 18, 2 pm AST

Workshop: Virtual Elevator Pitches

By

Sally Armstrong

Entrepreneurship Librarian

1on1 Mentoring for Elevator Pitches

Jan. 19, onwards



[REGISTER HERE](#)

Jan. 25, 12:30 pm AST

Interactive Panel: *Totally Digital Work*

Moderator

Levi Lawrence

Entrepreneur

Panellists: Adrienne O'Pray, Mike Power & Pierre-Andre Fruytier



[LINK TBA](#)

Jan. 26, 12:30 pm AST

Workshop: *The Future of Sales*

Adam Peabody & Team

Director

Teams voted for this topic among 2 other options



[REGISTER HERE](#)

Jan. 29, 6:30 pm AST

Interactive Panel: *The Future of Entrepreneurship in the New Normal*

Moderator

Krista Ross

CEO

Panellists: Adam Peabody, Curtis Kennedy and Alicia Phillips



Our judges comprise **venture capitalists, entrepreneurs, intrapreneurs**, and other successful and knowledgeable **business leaders**.

They are **looking forward** to interact with you next week.



Thank you to all the judges and mentors for making time amidst other commitments to judge the virtual 2021 Apex Business Plan Competition.

We value and appreciate your **continued support and mentorship** over the past several years.

S.No	Judge Name	Organisation
1	Aaron Naccarato	BMO Bank of Montreal
2	Adam Peabody	Planet Hatch
3	Adetunji Adelakun	Scantranx Technologies Inc
4	Adrienne O'Pray	MESH/diversity
5	Andrew Lockhart	Ignite Fredericton
6	Angela Pyne	New Brunswick Innovation Foundation
7	Asif Hassan	SimpTek Technologies
8	Ayub Chishti	Campus Pharmacy
9	Cameron McNeil	C-Therm Technologies
10	Christine Little	Fredericton Chamber of Commerce
11	Claude Francoeur	EY Canada
12	Courtney Larkin	Luna Baby Happy Hour Club
13	Curtis Kennedy	Vertiball, Symbodi Labs Ltd.
14	Cynthia Callahan	BioNB
15	Daniel Hoyles	New Brunswick Innovation Foundation
16	Daniel Minchin	Planet Hatch
17	Hannahbelle Weaver	Planet Hatch
18	Hilary Lenihan	New Brunswick Innovation Foundation
19	Jean-Marc Landry	UNI Financial Cooperation
20	Jeff McNally	University of New Brunswick
21	Jenna Evans	Stiletto
22	Joe Allen	Energia Ventures and Summer Institute
23	Kathy Malley	Malley Industries Inc.
24	Kelly Smith	Planet Hatch
25	Krista Ross	Fredericton Chamber of Commerce
26	Laura O'Blenis	Stiletto
27	Matthew Seeley	CBDC Southwest
28	Mike Power	CREATIV Realty
29	Nestor Gomez	McCain Foods
30	Oriana Cordido	Naveco Power Inc.
31	Philip Fraser	Killam Apartment REIT
32	Pierre-Andre Fruytier	
33	Sally Armstrong	University of New Brunswick
34	Senalda Rodriguez	Scotiabank
35	Stephen Chiasson	Nature's Way Canada
36	Sydney McAdam	Stiletto
37	Terry Malley	Malley Industries Inc.

Adam Peabody



PLANET HATCH

Adam Peabody is a passionate member of New Brunswick's economic development and business community. He grew up in Fredericton and returned to his hometown to begin his career after graduating from Bishop's University with a Bachelors degree in economics & politics. Throughout Adam's career, the focus has been on economic development through international business. He has worked at and volunteered for several not-for-profits dedicated to supporting youth, business, and international trade. Currently, Adam is the Director of Planet Hatch, an entrepreneurship centre located in Fredericton, NB. The centre's mission is to develop globally competitive entrepreneurs and startups. As Director, Adam is responsible for the strategic vision and direction of the centre. He leads an innovative and dynamic team that focuses on supporting entrepreneurs and new venture creation by developing programming, services, partnerships and innovation.

Adam also volunteers his time as an active community member. Locally, he serves on the Boards of the Fredericton Chamber of Commerce and The Ville. Adam also serves as National Special Advisor to Global Vision, a national charitable organization.

Before joining Planet Hatch, Adam was the Investment Attraction & Growth Specialist at Ignite Fredericton. At Ignite, Adam supported local job creation by working with stakeholders and partners to attract foreign direct investment to the Fredericton region and supporting local companies seizing international opportunities for export.



Prior, Adam worked for national not-for-profit organization, Global Vision. As Global Vision's project manager, Adam organized youth entrepreneurship and leadership programs across Canada and abroad through the Junior Team Canada trade mission program, where he organized teams of high school and university students for trade missions to China, Malaysia and Peru. Before joining Global Vision as staff, Adam was involved for years as a student ambassador and volunteer.

Adetunji Adelakun



Adetunji Adelakun is the CEO of Scantranx Technologies Inc. and a seasoned Software Engineer with vast experience in world class IT firms in Canada, Europe and Africa. He has over 11 years of work experience in Information Technology (IT), during which he was able to successfully manage different projects in the Financial, Retail and eCommerce industry.

He's highly passionate about providing Innovative solutions for Small and Medium sized Businesses (SMB) for rapid business growth. His cloud based omni-channel retail software platform (Scantranx) was awarded the best software idea by Intel. He's part of the Canadian Delegation to the G20 Young Entrepreneurs Alliance Summit (YEA) 2020.

Adrienne O'Pray

MESH / diversity

Adrienne O'Pray is a seasoned organizational leader, with more than 25 years' experience in senior management positions in the public and private sectors.

Adrienne is currently VP of Client Success at MESH/diversity, one of Canada's only funded DEI focused companies. It is an outcome-based Diversity and Inclusion solution with science backed metrics. They are a SaaS platform that also provides training on safety, belonging and inclusion to drive sustainable cultural change across organizations.

Prior to joining Mesh/diversity, Adrienne was President & CEO of the New Brunswick Business Council. She was responsible for leading the Council in its work to champion entrepreneurship and promote robust economic policy debate and development in New Brunswick.

Adrienne has earned an MBA from the University of New Brunswick and a BSc from Dalhousie University. She is also a Certified Fierce Conversation Leader, and has completed the Institute of Corporate Directors' Not-For-Profit Governance program, as well as Queen's University's Executive Education Program.

In May 2018, Adrienne was recognized by the Public Policy Forum based in Ottawa being awarded the Frank McKenna Award for Public Policy presented to distinguished Atlantic Canadians who have built bridges between



sectors, contributed to public policy and shown exceptional leadership.

In 2008, she was named one of Canada's Top 40 Under 40 by Caldwell Partners, as announced in the Globe and Mail. She has also been awarded the Certificate of Achievement by the Faculty of Business Administration University of New Brunswick.

She currently serves on the Board of Assumption Life and is the Chair of the UNB Faculty of Management Advisory Board. She regularly volunteers to facilitate Strategy Planning engagements with local community organizations. Adrienne practices yoga, simple living and mindfulness. She lives in Riverview with her husband and two children.

Andrew Lockhart



Andrew Lockhart is the Economic Development Specialist with Ignite Fredericton. Andrew is accountable for the economic development and growth of the Fredericton Region through strategic initiatives and direct business development activities that result in new companies starting, expanding or locating to the region. Andrew

studied political science at St. Thomas University, and has a master's in business administration from the University of New Brunswick. Prior to joining the team at Ignite, Andrew worked for the Government of New Brunswick, St. Thomas University, and the International Business and Entrepreneurship Centre (IBEC).

Angela Pyne



With more than a decade of leading corporate marketing initiatives, Angela is a motivated and dynamic marketing professional with bold ideas, exciting strategies, and meaningful storytelling. Angela's current focus is on leading the NBIF brand, marketing and public relations shop. Sharing their story is what drives her to do great

work every day. Inspired by New Brunswick's innovative entrepreneurs and applied researchers, Angela is happy to shout the successes in our province from the top of every digital mountain (read: social channel, event, blog post, tech website, or traditional media outlet). She gets the job done.

Asif Hasan



S I M P T E K

Asif is co-founder and CEO of SimpTek. He is honoured to be leading an incredibly passionate team of people who solve critical problems in the energy sector with the vision to become the most trusted provider of products and services that make energy efficiency and sustainability simple for everyone.

Born in Bangladesh, educated in India, Asif chose Fredericton, Canada as his home while studying Electrical and Computer Engineering at the University of New Brunswick. Asif believes that resilience, determination, creativity, and teamwork are critical for a strong leader and essential to overcome life's challenges.

He is active in his community as a Dialogue Community Leader and Board member of Dialogue New Brunswick. He also co-chaired the City of Fredericton's current 5 year Immigration Strategy. This year, he was recognized as one of the Top 50 CEOs of Atlantic Canada.



Ayub Chishti



Mr. Chishti lives in Fredericton with his family. Finished all education including BSc in Pharmacy from Portsmouth, England and had his pre-registration training at a general hospital in Croydon England. Moved to Canada in 1983 to PEI then after a brief period in PEI relocated to Saint John N.B. Worked at Shoppers Drug Mart Manawagonish and Loch Lomond for licensing with NB Pharmaceutical Society. From March 1984 until January 1985 Sharp's Corner Drug store in Sussex. Opened first drug store in Fredericton Northside Pharmacy in October 1984 then 1991 Laughlin Drug store then in 2006 Southside Pharmacy where he worked from October 1984 with until July 2013. From 2013 to 2016 worked as a relief Pharmacist then in August 2016 opened Campus Pharmacy at UNB in Fredericton. Mr. Chishti has over 35 years of hospital and retail pharmacy experience and have served on the Boards of Pharmasave Atlantic, Associated Retail Pharmacies, Pharmacy Education Board of Canada (PEBC), served on SOC committee for NB Pharmaceutical society in the 80's, Nurse practitioner committee, Abony Tennis centre, Fredericton High School health committee, Fredericton High School PSSC, Chrysalis House, Asian Heritage society and Marysville Health Committee (which was responsible for creation of first collaborative medical clinic in New Brunswick), he is a judge at Apex UNB entrepreneurial competition for the last 10 years. He finished the Fredericton Leadership Program, Mitchner institute Diabetes educator certification, Dalhousie University preceptor program and certification for giving injections. In 2006 passed the course with PCCA for specialized sterile and non-sterile compounding. Served as a Medical member on



Review Tribunal for Canada Pension Disability from September 2007 until March 2014. Performed a pilot project (which he designed) on Type 2 diabetes with grade 12 students, which was supported by Horizon Health, department of Education and Diabetes Association Mr. Chishti continues to give talks to various health organizations and community groups on health topics. Above all enjoys his day to day interactions with his customers, as a Pharmacist.

Cameron McNeil



Cam has a deep rooted passion for entrepreneurship in New Brunswick. He graduated from UNB in Mechanical Engineering and the TME program in 2017 and is a former Activator Leader through the UNB MBA program. He then went on to become a Venture for Canada Fellow which led him to start his career in sales. For the past several years he has been the Canadian Regional Manager with C-Therm Technologies - helping clients across Canada solve complex material design challenges with C-Therm's patented thermal sensor technology. More recently he has taken on the leadership and management of two key international partnerships providing some of the most advanced scientific instrumentation across North America. Cam has been involved with APEX since 2016 and has seen first hand how this competition can shape the next generation of young entrepreneurs.



Christine Little



Christine brings over 15 years experience in the not-for-profit sector to her role as membership development and marketing manager. During that period, she has built strong networks, developed relationships with key stakeholders in the area and created successful fundraising events.

She is dedicated to the community, volunteering on various boards, including the Chalmers Foundation, Harvest Jazz and Blues Festival, and the Fredericton Marathon as co-race director.

Her purpose as membership development and marketing manager is to recruit and retain businesses that operate in the Greater Fredericton Area.



Courtney Larkin



Courtney is a proud entrepreneur of 2 New Brunswick based companies: Happy Hour Club (helping women across NB make meaningful connections) and Luna Baby (helping families care for their babies in comfort). Prior to launching her companies in 2018, Courtney's career was in Halifax, Nova Scotia and included leadership roles in fundraising, event planning, career resources, operations and volunteer management. Courtney is a proud graduate of Dalhousie University and currently acts as their Alumni Ambassador for all of New Brunswick; and she also volunteers on the Local Council for Junior Achievement New Brunswick. Additionally, Courtney, her fiancé, and wild three-year-old son are new residents of the beautiful village of Cap-Pele in Southeastern New Brunswick.



Curtis Kennedy

vertiball™

Curtis started working on inventions at the age of seven and filed his first patent application at the age of nineteen. He is passionate about first principle design thinking and its ability to result in meaningful innovation. He has completed his master's in technology management & Entrepreneurship from the University of New Brunswick and is pursuing Mechanical Engineering from UNB as a part-time student. In his 3rd year of studies he started developing a personal muscle care device that came to be known as Vertiball. Curtis used the UNB Makerspace to make hundreds of prototypes before finalizing the products design for mass-manufacturing. In the 12 months since its launch Vertiball has done over \$1.6 million in sales. Curtis's achievements included Tingley-McGovern Award in Entrepreneurship (2017), Winner of NBEX Business Plan Competition (2017), Winner of Apex Business Plan Competition (2018), Winner of Canada's Business Model Competition (2018), Semi-Finalist at the International Business Model Competition (2018) and UNB Technology Management & Entrepreneurship Student Leader Award (2018).



Cynthia Callahan



Cynthia has diverse experience and interest in aquaculture, agriculture and education. She has worked all over North America in the biological sciences and has comprehensive experience in project development and management, financial planning, outreach, non-profit conservation initiatives and business operations management.

Cynthia was the Manager of the Huntsman Fundy Discovery Aquarium from 2016 prior to joining the BioNB team in 2019. In her role at BioNB, she assists businesses and entrepreneurs in their establishment and growth in the bioeconomy.

Daniel Hoyles



What do you get when you cross a CPA and a CMA with a passion for technology? You get NBIF's Daniel Hoyles. Daniel's intrigued by the world of technology on both a professional and personal level. As our Investment Associate, he works with NBIF's Investment Team to administer its Venture Capital, Innovation Voucher, and Startup Investment funding programs to some of our province's best and brightest innovators. To satisfy his own interests in tech and development, Daniel spends his spare time learning computer programming on the latest mobile app frameworks.



Daniel Minchin



PLANET HATCH



Daniel Minchin is the Operations Coordinator at Planet Hatch. He recently graduated from the Faculty of Management at UNB with an honours in marketing and concentrations in international business, entrepreneurship and finance. Daniel has

always had a passion for entrepreneurship and was a finalist at the 2020 APEX Business Plan Competition. When he's not at the office, you can find Daniel running, skiing, rock climbing, or walking his golden retriever.

Hannahbelle Weaver



PLANET HATCH



Hannahbelle came to Fredericton in 2014 to attend the University of New Brunswick, graduating with a Bachelor of Philosophy in Interdisciplinary Leadership Studies in 2017. During her university career she focused primarily on studying leadership within the institution of healthcare and in the context of global development. Upon graduation she focused her efforts on collaborating with different community organizations that worked with understanding the social determinants of health. Hannahbelle has created, implemented, and managed numerous projects and enjoys finding ways to increase awareness and education on a

diverse range of subjects including female empowerment, animal conservation, healthy living, and community sustainability. With roots now established in Fredericton, Hannahbelle started working with Planet Hatch in 2019.

As the Planet Hatch Program Coordinator, she develops and delivers programs within the education, incubation, and acceleration pillars. Hannahbelle is excited to become more involved in Fredericton's entrepreneurial ecosystem and collaborate with the up-and-coming entrepreneurs participating in the Apex Competition.

Hilary Lenihan



Hilary Lenihan works as a Research Development Officer for NBIF. She manages several of NBIF's research funding programs, supports their innovation development activities, and organizes cross collaboration opportunities for both the research and venture capital teams.

Born and raised in Woodstock, N.B., Hilary is an honours graduate of NBCC's Office Administration Bilingual program, where she received the President's Award for academic and extracurricular achievement. In late 2018, she completed a Certificate Program in Project Management Essentials through the College of Extended Learning at UNB.

Hilary is a passionate graduate of NBCC and volunteers as the Chair of the NBCC Alumni Ambassadors program. She is a mom to one active toddler, and three fur-children.



Jean-Marc Landry



Jean Marc is an accomplished Marketing and Innovation expert and a proud husband and father of two amazing children. He was born and grew up in Grand Falls where he first started working in the family business at a young age. He enjoyed playing hockey and served as Vice President of the Student Council in his last year of high school.

Jean Marc holds a Bachelor's degree in Business Administration with a concentration in finance from l'Université de Moncton. During his time at l'U de M, he also served as the President of the Alpine Club and Vice President of the Commerce Games organizing committee for the U de M delegation.

After graduating in 2001, Jean Marc moved to Saint John to begin his career as an Assistant Brand Manager with Moosehead Breweries. After working his way up to Brand Manager, he and his wife Carole chose to move back to the Moncton region in 2003 where he joined an exciting and rapidly growing advertising agency, Extreme Group.

In 2005, Jean Marc joined Atlantic Lottery Corporation (ALC) as a Brand Manager for the company's two largest brands. He was involved in many successful product launches and led the turnaround of an important line of business that had been experiencing declining revenues. He made his way up the ranks and was appointed Director of Marketing in 2012.

In 2013, the ex-CEO of ALC invited Jean Marc to join her in leading the National Lottery of Mauritius for a 2-year contract. In the role of Chief Sales & Marketing Officer, he led an important expansion of the retailer base, championed the company's digital strategy, implemented industry leading marketing practices and was the marketing lead for the company's highly successful listing on the Stock Exchange of Mauritius.

Following this 2-year adventure, Jean Marc and his family moved back to Dieppe and he rejoined ALC to establish



and lead the company's Customer Innovation program. In this capacity, Jean Marc learned and implemented a program that leveraged Design Thinking, Lean Startup and Agile methodologies. Through this program, over 100 employees were trained in these modern ways of working and the company built a strong portfolio of initiatives, some of which have made their way to market and achieved impressive results.

In 2018, Jean Marc was appointed Vice President of Player Experience & Innovation. He worked with the Executive Team to build the company's 3-year strategic plan and digital transformation roadmap. In 2020, Jean Marc left Atlantic Lottery and joined UNI Financial Cooperation in the capacity of Director of Marketing & Customer Experience.

Jean Marc has spoken at many conferences in Canada, the United States and even Spain. He volunteers on the Board of the United Way of Greater Moncton and Southeast NB, and also as an assistant coach for both his son's and daughter's minor hockey teams.

Jeff McNally

Dr. Jeffrey J. McNally, Associate Professor of Human Resources, joined the UNB Faculty of Management in 2011. He teaches courses in both the undergraduate (BBA) and graduate (MBA) programs in the FOM and currently supervises two doctoral students in UNB's Interdisciplinary PhD program.

Dr. McNally's award-winning research examines the types and outcomes of the relationships that people have with their work and/or learning organizations, especially the outcomes of entrepreneurship education. Along with his co-authors, Dr. McNally was the recipient of the 2019 Greif Research Impact Award, a major Entrepreneurship Division award at the Academy of Management, sponsored by USC Marshall, for their 2013 meta-analysis on the outcomes of entrepreneurship education.

Further, he was awarded the university-level UNB Merit Award in 2017, the Faculty of Management's Excellence in Research Award in 2016 and, also in 2016, the Emerald Citations of Excellence Award for the above-mentioned meta-analysis. Dr. McNally was also awarded the FBA Excellence in Teaching Award in 2015 and the FBA Annual Research Award in 2013.



Jenna Evans

STILETTO



Jenna holds a Bachelor of Business Administration (Honors in Marketing) from the University of New Brunswick and is an MBA Candidate at the Faculty of Business at the University of New Brunswick. Jenna was a participant in the 2019 APEX business plan competition and placed first with her team. As a Project Manager with Stiletto Consulting, Jenna takes a leadership role in select projects ensuring

coordination across multiple channels until a project's completion. Additionally, Jenna specializes in primary and secondary research where she collects and analyzes data to assist the overall team in making evidence-based recommendations to clients.

Joe Allen



Joe is an entrepreneurial expert and a financial guru. Prior to leading accelerator programs, Joe worked as the Director of Investments at the New Brunswick Innovation Foundation (NBIF) managing their venture capital portfolio and overseeing the development of new investment clients. He spent time in various management positions within the Government of New Brunswick economic development sector and worked as the Chief Financial Officer of HJ Crabbe & Sons Ltd. Joe received his Bachelor of Business Administration with a concentration in accounting from the University of New Brunswick; where he served as student union vice-president of university affairs. He received his Chartered Accountant designation in 2004. Joe is also CEO and co-founder of Devil's Keep Distillery, a local award-winning distillery.



Kathy Malley



Kathy attained a Bachelor of Education from the University of New Brunswick following studies in fashion merchandising and design at Ryerson. Among the many hats she wears as Vice President of the family-owned business, Kathy contributes to the company's strategic management through her public relations and human resourced expertise.

Prior to joining Malley Industries in 1999, she established a public relations consultancy that provided media relations and editorial services to clients in the financial services, transportation, technology and manufacturing sectors.

An Accredited Public Relations practitioner (APR), Kathy has served as Chief Examiner of Accreditation for the Canadian Public Relations Society and on the Society's National Council on Accreditation. In 2013 she was honoured with an Outstanding Achievement Award and was inducted into the CPRS College of Fellows.

Kathy is Chair of the Canadian Council on Rehabilitation and Work (CCRW), a national organization dedicated to employment for persons with disabilities and serves on the Greater Moncton Romeo LeBlanc International Airport Board.

Her involvement with the University of New Brunswick's International Business and Entrepreneurship Centre and its APEX Business Plan Competition spans more than a decade. In 2008 she and her husband, Terry,



were co-honoured with a Certificate of Appreciation from UNB's Faculty of Business Administration.

Partners in business and in life, Kathy and Terry, have raised two wonderful children; Myles and Kayla, both of whom work with the family business.

Kelly Smith



PLANET HATCH

Kelly was born and raised in Fredericton. As a true Frederictonian, she is thrilled to be contributing to the ever growing and fast paced economic development in the area. Kelly graduated from the University of New Brunswick in 2015 with a Concentration in Marketing and Human Resources. To begin her career in economic development, she spent almost 4 years at CBDC Southwest as the Youth Development Officer. She helped youth under the age of 34 gain access to financing, business plans, business counselling and tailored training. Kelly also worked closely with schools within the region to spread the entrepreneurial spirit as well as talk to students about creating their own employment through entrepreneurship and employment for others.

Kelly began working at Planet Hatch in January 2019 as the Business Start-up Specialist. She works to ensure our members and clients have access to expertise that helps their companies grow including business counselling, referrals, coaching and business basics. She also manages two funding pots, the Impact Loan and the SEED grant fund.



Krista Ross



Krista Ross joined the Fredericton Chamber of Commerce as CEO in September of 2011. In 2017 she was chosen Chamber Executive of the Year by Chamber of Commerce Executives of Canada and in 2020 she was selected as one of the top 50 CEO's in Atlantic Canada by Atlantic Business Magazine. Krista was also GM of the Fredericton Chamber from 1989 to 1997 followed by 14 years as an award-winning private business owner.

With more than 30 years of results-driven experience ranging from association management to printing and communications, to real estate, Krista is excited about supporting businesses through the work of the Chamber, being a community leader, builder and economic development driver for Fredericton. Krista lives on Fredericton's north side with her daughter Rachel.



Laura O'Brien

STILETTO

Laura O'Brien is the founder of Stiletto (2010) and Co-Founder of the Canadian Association of University Research Parks (AURP Canada – 2007). A skilled negotiator, she has more than 25 years' experience in leading change, generating results, marketing products and services, and successfully negotiating new business opportunities and contracts. She has spent her entire career focused on economic development, post-secondary institutional growth and cluster development in communities throughout Canada and the United States. A trained facilitator, Laura is chair of the Start-up Canada National Ecosystem Task Force, past chair of the Canadian Advanced Technology Alliance CanWIT Atlantic Chapter, a past president of the Fredericton Chamber of Commerce, past president of the Fredericton Executive Association, founding director of AURP Canada, and founding executive director of New Brunswick's Knowledge Park.

Laura brings a wealth of knowledge in export markets and has helped companies of all industries (from retail, to high-tech to manufacturing) in expanding into new markets (domestic and international). She has specific expertise in the Canadian, United States and European markets and specializes in commercialization, innovation, technology park concept developments, export-market expansion and partnership development. She was awarded the Startup Canada Female Entrepreneur of the Year for Atlantic Canada in 2016, was a finalist for Businessperson of the Year for the Fredericton Chamber of Commerce in 2018 and recipient of the 2019 NBCC Alumni Award.



O'Brien has worked with more than 200 companies and communities and closed more than \$350 million in grants and new funding opportunities for clients over the past decade. Stiletto clients note we reduce time to market by at least a year, 95% of Stiletto clients have referred the firm or used our services again and 90% of all Stiletto projects proceed to execution.

Matthew Seeley



Community Business Development Corporation
Corporation au bénéfice du développement communautaire
Southwest

Matthew grew up along the banks of the Nashwaak River, raised within an entrepreneurial family where the fundamental knowledge of business operations was instilled on him at very early age. He has a Bachelor's of Business Administration degree with a Major in Economics and concentrations in International Business, Finance, and Entrepreneurship from the University of New Brunswick, where he was awarded the Dr. W.C. Keirstead Award in Economics. Matthew joined CBDC Southwest filling the role of Program Officer for the Self-Employment Benefit Program which helps unemployed individuals create a job for themselves by starting a new business. The program provides various types of support during the initial development phase of the business including financial assistance, coaching and ongoing technical advice. He has since been promoted to Senior Program Coordinator and continues to serve clients in the initial stages of their start-up, as well as the growth, expansion, and succession stages of their businesses.



Mike Power



Born in St. John's, Newfoundland, Mike graduated from Memorial University with a business degree and started working in computer hardware sales to small and medium businesses across Newfoundland. Much of his career has been selling Information and Communications Technology solutions for global and national firms such as IBM, Accenture (Andersen Consulting) and Bell Canada. Mike was a founder, investor, Board Member and VP Marketing & Sales for a start up firm in Moncton that designed, advanced manufacturing technologies for the Optical industry. Much of Mike's career has been selling professional services to large Public and Private sector clients in Ontario and Atlantic Canada. Mike joined Creative Realty in 2016 as part of the PowerTeam where he is now working with his son to service real estate clients in southeastern New Brunswick. Mike is a licensed Realtor specializing in Seniors Real Estate (SRES) needs and Condominium properties.



Nestor Gomez



Program Director, River Valley Strategy, McCain Foods Canada.

Nestor has a degree in Computer Science from the University of Havana, Cuba, and a diploma in Hydroinformatics from the Institute for Water Education (IHE), Delft, The Netherlands. During his career of over 27 years, he has helped companies grow using information technologies creatively and building strategic partnerships to win in the marketplace. He has dedicated the past 15 years to McCain Foods, where he has built software,

managed projects and led multiple teams in areas such as eBusiness, data and analytics, enterprise content management, and technology innovation. Nestor is currently in charge of the River Valley Strategy, a program vested in rural development and the socio-economic success of McCain Foods employees, families and the communities around Florenceville-Bristol, New Brunswick, where McCain has its roots and its Canadian HQ since 1957.

Oriana Cordido



Oriana Cordido is the Business Development Manager at Naveco Power. She has a Bachelor of Arts, with a double major in International Relations and Economics from St. Thomas University. She is the recipient of the 2020 TD Clean Prosperity Honorary Award. She is responsible for creating a sales process for solar energy projects and providing knowledge and awareness about solar energy to her clients.

Ori is also certified with the North American Board of Certified Energy Practitioners (NABCEP) as a Solar PV Associate. She has experience in the field of social entrepreneurship as she is the Past President and Co-Founder of Enactus UNB, and is the founder of Las Amazonas, a jewelry business that uses its funds for women empowerment causes.



Philip Fraser



Philip D. Fraser is President and CEO, and a Trustee, of Killam Apartment REIT (TSX:KMP:UN). Prior to the January 2016 REIT conversion, Mr. Fraser held the role of President and CEO, and a Director, of Killam Properties Inc., since its inception in 2000. Since its first acquisition in 2002, Killam has grown to over \$3.2 billion in assets. Today, Killam is one of Canada's largest residential landlords, owning, operating and developing multi-family apartments and manufactured home communities.

Mr. Fraser holds a Bachelor of Commerce from Dalhousie University (1983), a Master of Urban and Rural Planning from Technical University of Nova Scotia (now Dalhousie University) (1988), and a Master of Business Administration from Saint Mary's University (1988).

Mr. Fraser is a member of the Board of Governors and the Executive Committee at Saint Mary's University.

Pierre-Andre Fruytier

Bilingual strategy and operations professional, Pierre-Andre Fruytier has more than 20 years of international general management and consulting experience in manufacturing/processing, distribution/retail, construction/maintenance, and logistics/transportation.

In addition to his engineering background in applied mathematics and aerospace, he is also an MBA graduate from the Harvard Business School, and a certified Lean Six Sigma Master Black Belt. He started his career at Caterpillar in Europe as a supervisor of an assembly line, then worked in marketing for Europe, Africa, and Middle East, eventually for Central Purchasing in Europe. After his MBA, he joined McKinsey & Company as a management consultant advising senior executives of various industrial companies in Europe. He transitioned to general management leading for seven years the growth of several subsidiaries of a European group of diversified companies. As a self-employed, he filled interim and turnaround management roles at SMEs, before relocating in Canada to join EY as Atlantic Strategy Lead for Advisory services.

Before volunteering as a judge of the APEX Business Plan Competition, Pierre-Andre had



already been coaching and judging Belgian, French, and German participants to the 1, 2, 3 GO Business Plan Contest headquartered in Europe.

[LinkedIn](#)

Sally

Armstrong



Sally Armstrong is the Entrepreneurship Librarian at the University of New Brunswick (UNB) Libraries in Fredericton, Canada. She supports faculties and departments offering programs and courses in entrepreneurship with library resources and services.

Prior to arriving at UNB, she was an Information Specialist on the Market Intelligence team at MaRS Discovery District in Toronto. She was responsible for providing market research services to technology-based startups in Ontario. Sally received her MI from the University of Toronto and holds a BA in History from the University of Guelph.



Senalda Rodriguez

Scotiabank.



Senalda began her career working for CRISIL Ltd (a Standard and Poor's Company) as an Associate conducting preliminary financial analysis. She moved on to the role of Credit Analyst at Credit Analysis and Research Ltd (CARE Ltd) where she worked conducting due diligence and assigning credit ratings to Small and Medium size business. During this time, she discovered her passion for supporting small businesses and her love for entrepreneurship.

After spending three years working in the credit ratings industry in Mumbai, India she moved to

Fredericton, New Brunswick. Senalda graduated with a Masters of Business Administration from the University of New Brunswick in 2018.

In her current role as a Business Advisor at The Bank of Nova Scotia she works with business owners to help them realise the growth potential within their business. She helps business owners gain access to capital and financial planning advice. Senalda is a member of the UNB Faculty of Management Advisory Board and is actively involved in the Fredericton business community through volunteer work.

Sydney
McAdam

STILETTO



Sydney McAdam holds Master's in Business Administration with a concentration in Entrepreneurship and a Bachelor of Science in Medicinal Chemistry from the University of New Brunswick. During her time at UNB, she worked as a consultant with start-up companies in Atlantic Canada to help them develop their business ideas and create strategies for growth. Sydney is passionate about helping entrepreneurs grow their businesses and thrive in the start-up ecosystem.

As the Marketing & Communications Manager with Stiletto Consulting, Sydney leads all marketing and communication strategies and material development for both clients and the team. She also specializes in programming development (with a focus on accelerators) and business analysis.

Terry Malley



Terry Malley was born and raised in Moncton, NB. He holds Masters Degree in Organizational Management from Crandall University, a Bachelor of Arts Degree from the University of New Brunswick, a Masters Certificate in Project Management through York University and studied Commerce at the Universite de Moncton.

As a family business, Malley Industries Inc. is one of Canada's premier manufacturers of ambulances, vehicles for persons with disabilities, commercial vehicles and specialized law enforcement vehicles. Terry became President and CEO in January of 2000.

Terry is very community minded and believes in giving back to the community by volunteering. He has served on the NBCC Board of Governors, the Atlantic Chamber of Commerce, the Canadian Manufacturers and Exporters, the Canadian Space Agency Board, and is a member of the New Brunswick Business Council. He also serves on the advisory board for the UNB Faculty of Business Administration among others.

Terry has been recognized numerous times for his contribution to business and entrepreneurship. In 2014 he was named the Ernst & Young Entrepreneur of the Year in manufacturing for the Atlantic Region. He was five times named one of Atlantic Canada's Top 50 CEOs by Atlantic Business Magazine and in 2010 was inducted into the Atlantic Business CEO Top 50 Hall of Fame. He has been honoured with the Harvey Webber Commemorative Award for contributing to the enhancement of the Chamber of Commerce Movement in the Atlantic Region as well as receiving the Better Business Bureau Award for Business Ethics. He has received the Greater Moncton Excellence Award for Community Service and the Excellence in Manufacturing Consortium Award for Outstanding Member Contribution



In his spare time Terry is very involved in the collector car hobby as an organizer of the Atlantic Nationals Automotive Extravaganza. He is also an avid reader, usually reading a book per week, generally business books and British crime novels as well as numerous business periodicals.

Terry is happily married to wife Kathy with two adult children; Myles and Kayla.

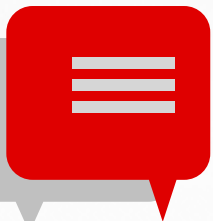
Jan. 25 - Undergraduate Practice Rounds

Jan. 26 - Graduate Practice Rounds

Jan. 27 - Eliminations (all tracks)

Jan. 28 - Elevator Pitches (all tracks)

Jan. 29 - Finals (all tracks)



**For inquiries relating
to the Apex Virtual
Business Plan
Competition**

Contact

Nandi Kaul

Program Officer
nkaul@unb.ca



**International
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