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# Roxanne Reeves, Ph.D.

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Rooted in childhood as a farm girl and attending a two-room schoolhouse, Roxanne possesses strong values and a deep love for New Brunswick. She is dedicated to supporting ventures that improve her community, province, and country.

Award-winning researcher and multi-published author. Her Ph.D. scholarship is one of 15 recognized by the International Mentoring Association. Neuro-Diverse & Dealing. Capable and passionate diversity champion.

Proven leader. Broad career of building diverse and high-value relationships across government, private industry, family-run business and academic institutions. Notably, has presented research on the intersection of immigrant newcomers, entrepreneurship, and mentorship to Senate of Canada.

Brings 30 years of international experience — Italy, Colombia, and Japan and twenty years of not-for-profit executive and governance experience to board discussions.

Currently, she is the Executive Assistant to the Minister of Social Development, GNB, and a lecturer at the School of Leadership, UNB.

Lives equally between the hometown of Rexton and Fredericton with her husband and two orange kitties. Buster Brown, aptly named, and sweet Leroy Brown. As a girl, attended a two-room schoolhouse on Prince Edward Island and shared a party telephone line with neighbours.

OBJECTIVE: Reappointment as Board Director at OMISTA CREDIT UNION

## AREAS OF PRIORITY INTEREST

Include membership growth & rejuvenation: diversity strategy to serve unbanked or underbanked populations that inspires trust and fosters community, demonstrating the industry's difference from for-profit banks.

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## Board & Committee Experience

### Public Company Boards

Omista Credit Union (Governance and Sustainability Committee member) 2023-2025

### International Board Director

Japanese Cross-Cultural Exchange Association, 1991-1995 director, Chair, Japan, 1995-1996 Chair  
Nagoya International Club, Japan, 1994-1997

### National Board Director

The Learning Partnership: Champions of Strong Public Education, 2007-2013

### Provincial Board Director

Frank McKenna Centre for Communications and Public Policy, 2024  
Learning Disabilities Association of New Brunswick, 2017-2022  
New Brunswick Adoption Foundation, 2009- Vice-Chair 2015-2017  
New Brunswick Fine Craft Council

### Local Board Director

Fredericton Arts and Learning for Public School Youth, 2003-2006 &  
Charlotte Street Arts Centre: Procurement, Restoration and Launch

### Advisory Role/Honorary Chair (Abridged)

#### Advisory Roles

Order of New Brunswick 2023- current  
Chamber of Commerce, Fredericton Immigration Advisory Committee, 2018-current  
Greater Fredericton Social Innovation  
Succession Connect, Pilot program matching immigrants with local turn-key businesses, 2017-2018  
Welcome to Kindergarten, 2006-2015

United Way Community Investment Committee, Greater Fredericton Area Funding Allocation  
Beaverbrook Art Gallery Art Stabilization and Strategic Planning

#### **Honourary Chair**

Maritime Deafblind Association, 2006-2014

Centre Culturel Aberdeen: Contemporary & Urban Vision of l'Acadie. Capital Campaign (co-chair) 2010-2011

Muriel McQueen Fergusson Foundation Gala for Family Violence Research, 2009

Maritime High School Ringette, 2008-2010

Born to Read/Le Gout de Lire, 2007-2010

### **Fundraising Activities**

#### **Chair**

New Brunswick Adoption Foundation, Our Children, Our Responsibility, 2015 Co-Chair, Ben Champoux)

New Brunswick Adoption Foundation. "Home is where the HeART is" charity auction, 2009 (Co-Chair, Hon. Jim Ross)

Harvest Ball, Charlotte Street Arts Centre, 2005

Spring Spritzer, Fredericton Arts and Learning, 2004

Kobe Earthquake Fund, 1995

#### **Committees**

New Brunswick Fine Craft Festival Chair (New Brunswick Fine Crafts Counsel), 20th Annual Fund Allocation, United Way Community Investment Committee, Greater Fredericton 2017, 2018, 2019

New Brunswick Adoption Foundation, "Home is Where the HeART is" charity auction, 2010, 2011, 2012, 2013, 2015.

The Learning Partnership, Tribute Luncheon, Celebrating Public Education, 2009-2013

- o Gerry Pond, Honoree; Hon. Frank McKenna, Guest Speaker, 2013
- o Hon. Jim Ross, Honoree; Hon. Brian Mulroney Guest Speaker, 2012
- o Bernard Lord, Honoree, Moncton, New Brunswick, 2011
- o Hon. Marilyn Trenholme Counsell, Honoree; Justin Trudeau, Guest Speaker, 2009

### **Speaker (pro-bono)**

#### **Keynote**

Women in Science (CRS) – Vegas Conference

Disaster and Emergency Management, Alberta

Google Girls in Tech – International Women's Day

Ability NB

New Brunswick Women in Business

Institute of Public Administration Canada (IPC)

Canadian Federation of University Women

International Mentoring Association

Canadian Armed Forces, Base Gaagetown Women's Leadership Conference

UNB, Graduate School Conference

UNB, Alumnae Association

Learning Disabilities Association of New Brunswick Atlantic Conference

Institute of Public Administration Canada (IPC)

Laubach Literacy

New Brunswick Learning Disabilities Association, Atlantic Symposium

Alzheimer's Society of New Brunswick

Literacy Coalition of New Brunswick

New Brunswick Credit Union

#### **Speaker**

Atlantic Canada Leadership Conference. Panellist, Organizational Change Management

Entrepreneurial Adventure, New Brunswick Provincial Showcase

Turning Point Awards Ceremony, TLP

New Brunswick Learning Disabilities Association, Atlantic Symposium, 'The Future is in the Margins

Literacy Coalition of New Brunswick and Frontier College, Family Fun Day

New Brunswick Literacy Coalition, Sheree Fitch Learner Scholarships Award

Entrepreneurial Adventure, 'The Future is YOU: Own it!'

International Women's Day

Women in Business. Saint John Board of Trade

Born to Read's 10th Anniversary, 'Born to Read'

Peter Gzowski Invitational (PGI) Golf Tournament for Literacy

Racing Toward an Inclusive Society, University of New Brunswick, Disabilities Service Centre

Canadian Mental Health Association, 'A Day in Her Shoes,' with Margaret Trudeau

## EMCEE

New Brunswick Adoption Foundation, Our Children, Our Responsibility

New Brunswick Alzheimer's Society

Celebrating Public Education Tribute Luncheon, Honoree, Honourable Marilyn Trenholme Counsell;

Guest Speaker, Justin Trudeau

New Brunswick Adoption Foundation. "Home is where the HeART is" Auction

## Education/Professional Development

### ***Non-Degree Granting Programs***

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**Harvard Executive Education Program, PON • 2019-2020** Harvard University, MA, USA

**Positive Workplace Framework & Mental Health • 2020** UNB, College of Extended Learning

### ***Degree-Granting Programs***

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**Ph.D.:** Faculty of Education • awarded 2014 University of New Brunswick, Canada

Dissertation contribution to field

- Tacit knowledge in professional practice: acquisition and the upward mobility of high-potential talent mentorship: new theoretical insights
- Cross-cultural implications of mentoring newcomer immigrant entrepreneurs

Notable

- Scholarship is one of 17 recognized by the International Mentoring Association.
- Awarded MITACS Doctoral Fellowship
- Research on intersection of immigrant newcomers, entrepreneurship, and mentorship presented to *Senate of Canada* (Standing Committee on Citizenship and Immigration)
- Published: Sage Handbook of Mentorship

**M.A.:** Faculty of Arts, Canadian History • awarded 2009 University of New Brunswick, Canada

Thesis contribution to field

- Labour movement and women's equality
- Analysis of gendered labour agency, the politics of women's work and the space of power activism (NB 1960-1969).

Notable

- Awarded Labour History Travail New Brunswick (LHTNB) Fellowship

### ***Diplomas & Certifications (abridged)***

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- Diploma, University Teaching
- Positive Workplace Framework Trainer and Evaluation Certification (Third-party validated, evidence-informed mental fitness, resiliency, and positive leadership program.), NB, Canada
- Universal Design for Learning, Center for Applied Special Technologies, MA, USA
- Evaluating Mentoring Programs: A Review of Benchmarks and Assessment Techniques to Monitor and Improve Programs, University of New Mexico Mentoring Institute, USA
- How to Mentor, Coach, and Lead an Age Diverse Workforce and Multi-generational Teams—University of New Mexico Mentoring Institute, USA
- Mentoring, Coaching and Leadership for Innovation and Entrepreneurship—University of New Mexico Mentoring Institute, USA

### ***Director Professional Development Courses & Seminars (abridged)***

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2024-2025

- Canadian Credit Union Campus
  - Level A: Foundations of Governance in Theory and Action

- Level B: Risk Oversight, HR Governance
- Credit Bureau Check
- Inter Credit Union Transactions
- Flag the Money for Board and Senior Executives

2023-2024

- Beauceron
  - Cybersecurity Awareness and Skills Training
- Alberta Board Development Program
  - Organizational Purpose & Planning
  - Financial Responsibilities
  - Board Roles & Responsibilities
- Building Strong Teams & Effective Relationships

## Work Experience

### ***Canada — Academic Work History***

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**Professor, Adjunct • 2009–Present** University of New Brunswick, Canada  
 Faculty of Arts, Department of Economics 2009  
 Faculty of Leadership Studies (Ren. Col.) 2010-current  
 Notable

- Shortlisted for UNB Excellence in Teaching Award. Nominated twelve years consecutively by the harshest critics, students.

**Fellow, Applied and Industrial Research • 2011-2012** MITACS, Canada

**Fellow, Labour History in New Brunswick • 2006-2008 University of New Brunswick, Canada**

### ***Canada — Non-Academic Work History***

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**Science-Based Culture Optimization Consultant & Trainer • 2020-2023**

**Population Growth Secretariat Research Consultant • 2017-2018**

Notable Research Presentation: Economic Multiplier Benefits of Newcomer Entrepreneurs. Findings presented to the Senate of Canada (Standing Committee on Citizenship and Immigration)

**G and R Holdings Inc., Founding Partner • 2010-current**

**Mentorship Learning and Development Program Evaluator • J.D. Irving Ltd. 2011-2012**

**New Brunswick Liberal Party, Special Counsel • 2002-2010**

### ***International — Non-Academic Work History***

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**Professional Speaker: Cultivating a Mentorship Culture for Success • 2019-Current**

Notable: *Top ten TED talks* on Mentorship Link: [Mentorship is Broken: Here's How to Hack It](#)

**Craftsperson, Stained Glass (restoration/conservation) • 1999 Siena, Italy**

- 1997 Nagoya, Japan

**Corporate Etiquette and Protocol Instructor • 1991-1997 Nagoya, Japan**

***Author (abridged)***

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Thought leader research appears in the European Journal of Coaching and Mentoring, the Journal of Evidence-Based Coaching and Mentoring, The Chronicle of Mentoring and Coaching, as well as in the books Uncovering the Hidden Cultural Dynamics in Mentoring: Perspectives in Mentoring and the SAGE Handbook of Mentoring. Editorials on newcomer business immigrants to Canada are published in Brunswick News editions. Government reports include Entrepreneur Stream Immigrant as Economic Multipliers.