

The Greater Moncton Chamber of Commerce is happy to welcome Shaun LeBlanc as their new Director of Membership and Marketing.

Born and raised in the Greater Moncton area, LeBlanc joins the GMCC with some highly-praised experience in marketing, sales and recruitment. As an alumnus of the *New Brunswick Community College's* Business Administration: Marketing program, Shaun spent the last four+ years as a recruitment advisor within NBCC Moncton's Student Development team.

Prior to this, Shaun refined his marketing skills as an account manager with *Hawk*, serving clients such as Tourism New Brunswick, the City of Moncton, Atlantic Lottery and NBCC among others. Shaun also served as publicity and promotions officer for *Rogers TV New Brunswick* (Cable 9/10), where his 'Acadieman Saison Troisse' TV promo took home 'Best On-Air Promo' at the Impression Awards in Ottawa.

NBCC Moncton Regional Director Catherine Black has worked with Shaun for several years and says she always appreciated his enthusiasm, creativity and "authentic customer service".

"As an NBCC alumnus of the Business Administration Marketing program as well as with his experience in advertising and as a recruitment adviser, Shaun has a diverse background that is the perfect fit for his new role at the Chamber," Black noted.

"Shaun will be a great asset to the GMCC team and although he will be missed at NBCC, I am looking forward to seeing him support the GMCC in its mission to see members connect, grow and prosper!"

Many of you may also recognize Shaun as an active member of the regional music scene. His first original solo recording, *Kaleidoscope*, took home two Music New Brunswick Awards (2013), and has allowed him to perform on various stages around the Maritimes, including East Coast Music Week, Festival (506) and Fredericton's Harvest Jazz & Blues Festival, where he won the coveted Galaxie Rising Star competition (2012). Shaun is currently working alongside John Mullane (In-Flight Safety) on a new recording due to be release later this year.

Shaun and his wife Natasha welcomed their first baby boy, Carson Finn aka. 'The cutest baby you've ever seen' back in November 2016. A self-proclaimed foodie – Shaun also enjoys filling his family and friend's bellies with his cooking and baking -- as well as binge-watching Netflix series with his two Boston Terriers, Bean and Roza.

We look forward to Shaun working with the Greater Moncton business community to build our membership and connect with our existing members.