

# WBE Canada Announces Heather J. Barker as the New President to Lead Growth and Diversity Initiatives

*The WBE Canada Board of Directors is pleased to announce the appointment of Heather J. Barker as President of WBE Canada, effective January 13, 2025.*

TORONTO, ONTARIO, CANADA, January 15, 2025 /EINPresswire.com/ -- The [WBE Canada](#) Board of Directors is pleased to announce the appointment of Heather J. Barker as [President](#) of Women Business Enterprises Canada Council (WBE Canada), effective January 13, 2025.



The Board of Directors sees Heather’s appointment as a key step in advancing WBE Canada’s mission. “On behalf of the Board of Directors, we are thrilled to welcome Heather as our new President”, said Celso Afonseca, Chair of the WBE Canada Board. “With a shared commitment to fostering the growth of women-owned businesses, innovation in promoting supplier diversity, and continuing to build the WBE Canada community, we are confident that Heather's leadership will inspire innovative concepts and drive strategic initiatives that will propel our community to new heights. We look forward to working together to cultivate a culture of inclusion, collaboration, and meaningful connections. The board of directors would also like to thank Charli Law Jury, Director of Finance and Operations for overseeing WBE Canada’s leadership over the past 8 months in her role as Interim CEO.”

“

More than ever, supplier diversity is a strategic imperative and asset to any organization. I am excited to work with Board of Directors to take WBE Canada to the next level. ”

*Heather Barker, President of WBE Canada*

Heather is a results-oriented and influential Regulatory and Government Affairs Executive. As a Senior Business Leader, she has over 25 years of experience across multiple sectors in global

roles for large international companies in Canada, US and Europe.

She is also a learning & development expert and a certified Organizational and Relationship Systems Coach (ORSC). Heather's skills include enterprise leadership, regulatory & government relations and team development. With a collaborative and inclusive approach to work, she is experienced in organizational design and leading successfully through change. Heather has extensive experience on multiple boards of directors (industry and non-profit) and high-level stakeholder groups.



Heather Barker, President of WBE Canada

Expressing her enthusiasm for the role, Heather shared: "I am delighted to join WBE Canada and am very inspired by the mission to build and grow a strong Canadian ecosystem to connect women-owned businesses with [corporations & governments](#). More than ever, supplier diversity is a strategic imperative and asset to any organization. I am excited to work with such a purpose-driven team and Board of Directors and am confident we can collectively take WBE Canada to the next level. I am also eager to continue and build on the exceptional work the WBE Canada team has accomplished this past year under the leadership of Charli Law Jury and Jennifer Popowycz."

In addition to her extensive professional achievements, Heather has a rich history of leadership and advocacy. She completed a Leading Through Change program at INSEAD International Business School in France. She is an energetic external speaker and published author of #MyVoice Vol 6. A champion of DEI, she was a founding member of the Network of Executive Women Mentoring Committee and actively served on LEAD (Leading Executives Advancing Diversity).

In her personal time, Heather enjoys hiking, skiing and golfing, spending time at her cottage with her husband Guy and dog Ferris.

Alexandra Roy  
WBE Canada  
+1 647-360-9855

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/777236946>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.