

## 10 New Brunswick Success Stories for International Women's Day

Mar 8, 2017 BY [Jason Boies](#)



[International Women's Day](#) is the annual recognition of social, cultural, political, and business achievements of women across the globe. To mark the occasion, Opportunities NB (ONB) would like to present a quick roundup of some of our favourite posts highlighting the many awesome businesswomen of New Brunswick.

**Bethany Deshpande** is the CEO and Co-Founder of SomaDetect, a New Brunswick-based startup bringing Big Data to the dairy farm. She joined us to talk entrepreneurship, moving to New Brunswick, and more.



[This New Brunswick Company is Bringing Innovation to the Dairy Farm](#)



**Dawn Pottier** is the CEO and Founder of Lulujo Baby, a New Brunswick company creating top-selling muslin blankets, swaddles, Turkish towels, wash cloths, and more. Dawn offered up five tips for her fellow female entrepreneurs.

### [5 Success Tips from One of Canada's Top Female Entrepreneurs](#)

**Monica Adair** received 2015's Royal Architectural Institute of Canada's Young (Under 40) Architect Award, and is the Co-Founder of Saint John's Acre Architects with her partner Stephen Kopp. They both joined us to discuss the challenges they've faced getting a business off the ground, achieving work-life balance, and more.



### [Why These World-Class Architects Chose New Brunswick](#)



**Tracy Clinch** is the CEO of Masitek Instruments, a New Brunswick company bringing innovative hardware solutions to the industrial internet. Tracy joined ONB to discuss the advantages of living and working in New Brunswick, and traits of a successful leader.

### [From the C-Suite: Bringing Hardware Innovation to the IIoT](#)

**Kelly Lawson** is the founder of ELLA, a mobile marketplace for women to exchange, buy, and sell pre-owned clothing and accessories. We spoke to Kelly about entrepreneurship, lessons learned from her time in occupational therapy, and her "golden ruleist" philosophy.



### [The Mobile Marketplace: C-Suite Insights from a Serial Entrepreneur](#)



**Daniella DeGrace** is the CEO of ProcedureFlow, a cloud-based management software company helping employees become experts faster. Daniella, a veteran of the New Brunswick tech scene, discusses her best advice for aspiring entrepreneurs, and more.

### [From the C-Suite: How One Company is Making Your Employees Experts](#)

**Erin Flood** is the COO of Fredericton's HotSpot Parking. Erin tells ONB about returning to New Brunswick from Toronto, choosing the startup life, and keeping her team motivated.



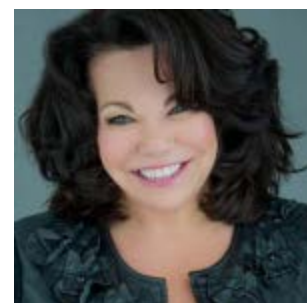
[\*Choosing the Startup Life: Thoughts from a C-Suite Entrepreneur\*](#)



**Natasha Dhayagude** is the CEO of Chinova Bioworks, a New Brunswick biotech startup looking to help food and beverage makers with spoilage issues. Natasha spoke to ONB on the eve of her Startup Canada Young Entrepreneur Award in.

[\*Startup Canada Recognizes New Brunswick Biotech Entrepreneur\*](#)

**Melody Munro** is the founder and CEO of Wee College, an early learning and childcare franchise program. Melody joined us to discuss her participation in the province of New Brunswick's trade mission to China.



[\*New Brunswick Company Brings Canadian Education to China\*](#)



**Lori Weir** is the Co-Founder of Four Eyes Financial, a Saint John-based fintech company. In January, Lori contributed a guest post on how to bring about a fintech leadership revolution in 2017.

[\*Your Checklist For a Leadership Revolution in 2017\*](#)