



Terri Riedle



Susan Holt

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They possess the determination, the drive and the entrepreneurial spirit to make them successful in the business world.

That's how Dave Veale, founder of Vision Coaching Inc., described five businesswomen to watch in 2013.

First on the entrepreneurial coach's list is Terri Riedle, the CEO of Revolution Strategy in Saint John.

Riedle is also the co-founder and president of the public relations, marketing and digital communications shop.

An accomplished and dynamic leader, Riedle has more than 15 years of experience in strategy, planning, operations, risk management, finance and human resource management. Her drive and passion for results keep her and the entire team focused on providing value to their clients. That drive also helped her grow her business from a

three-person operation into a larger 30-person public relations firm in just eight short years.

Committed to continued learning, Riedle completed the yearlong Entrepreneurial Leaders' Program through the Wallace McCain Institute at the University of New Brunswick, and holds a Bachelor of Science and an MBA from Dalhousie University.

Riedle also gives back to her community, helping out on the volunteer scene with various organizations – including the Saint John Regional Hospital Foundation and the Saint John Board of Trade. She has also helped out in international disaster relief missions with the Canadian and American Red Cross organizations.

"Terri has an interesting take on leadership and what it takes to run a creative, entrepreneurial company in a fast-paced environment," said Veale. "She is a strong leader who is not afraid to tackle challenges head-on. She has incredible focus and, as

# the Five to watch in 2013

an entrepreneur, she is not afraid to take risks."

Susan Holt is president and CEO of New Brunswick Business Council in Fredericton. She took over the role in 2011, bringing her diverse background to the organization.

The Fredericton native has an extensive background in business leadership.

Graduating Queen's University with a Bachelor of Science in Chemistry and a Bachelor of Arts, Honours in Economics, she has held various positions with a number of business groups around the world, including Xerox, Manpower, HP, IBM and Research In Motion.

She returned to the Elm City in 2007 and served as CEO of the Fredericton Chamber of commerce.

The New Brunswick Business Council website says Holt has been committed to the province's growth and is a tireless champion for entrepreneurs in our province.

In her role at the New Brunswick Business Council, Holt leads 22 of the province's prominent business leaders, in an effort to make it a great place to start and grow a company.

"Holt is a visionary leader with diverse experience," said Veale. "She has a fresh perspective and is a solid champion of entrepreneurs in

New Brunswick."

Veale said Shilo Boucher, the CEO and president of the Saint John YM-YCWA, is another one to keep an eye on this year.

Boucher provides leadership and strategic direction to the organization in both operations and capital development.

"She is leading an important transition period for YM-YCMA as they move into new facility," Veale pointed out.

Boucher has a vast background in leadership, serving as a board member of Credit Counselling Services of Atlantic Canada, and as a board member and past president at Teen Resource Centre. She has also served on the River Valley Community Centre board, the Fusion Board and was assurance manager at Deloitte.

Veale pointed out Boucher is a chartered accountant, which has helped her in her latest position at the Y.

"Boucher brings a pragmatic approach to the Y's strategic direction while being passionate about the Y's mandate," Veale added.

Former MLA Margaret Anne Blaney resigned her Rothesay seat in the legislature to take over the role as president and CEO of Efficiency New Brunswick in 2012.



Shilo Boucher



Margaret Ann Blaney

Veale said she is more than qualified for the position. She was co-founder and helped establish the Atlantic Veterinary Hospital.

"Blaney has invaluable knowledge to lead Efficiency New Brunswick," Veale said.

"She blends business experience with an intimate understanding of the political arena, specifically as minister of both energy and environment."

Rounding out Veale's list is Dr. Chantal Chiasson, a dermatologist and founder of the Figurra Clinic in Shediac.

Dr. Chiasson is committed to



Dr. Chantal Chiasson

helping her clients achieve healthy and beautiful skin.

A graduate of l'Université de Sherbrooke's medical school in 1991, Dr. Chiasson decided to further her studies in dermatology at l'Université de Montréal's school of medicine. After she graduated, she founded the Dermatology Department at the Southeast Health Care Corporation in Moncton in 1999 and is a dermatology consultant at l'hôpital Dr. Georges L. Dumont. She pioneered the use of laser medicine and surgery - Botox, Restylane, juvederm and other fillers - in Atlantic Canada to help in the prevention and treatment of wrinkles, lip enhancement and the redefinition of the contours of the face.

Dr. Chiasson also attends seminars and training sessions across North America and Europe to learn new techniques and technologies in her field.

"Dr. Chiasson is very entrepreneurial," said Veale. "She built a strong business around her expertise and has recently taken the bold step of rebranding her company."