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MEDIA RELEASE

Stratford Economic Enterprise Development Corporation Appoints Joani Gerber as new investStratford CEO

SEED Co. Board appoints former Accelerator VP into Economic Development Top Position

Stratford, ON – April 27, 2017... The Board of the **Stratford Economic Enterprise Development Corporation (SEED Co.)** has appointed **Joani Gerber** to the position of **CEO for investStratford**.

Ms. Gerber brings a wealth of experience from a variety of positions which include both the Waterloo and Stratford Accelerator Centres, Perth Community Futures Development Corporation and the Stratford Perth Centre for Business. She holds a BA in Arts from Wilfrid Laurier University and is past Board Chair for the Stratford/District Chamber of Commerce.

“Joani’s passion for the development of Stratford is infectious,” said **Board President Anita Gaffney**. *“The Board of SEED Co. is delighted that Joani has accepted this important position and we look forward to benefiting from her experience, leadership and enthusiasm.”*

In a press release issued by the **Accelerator Centre**, **CEO Paul Salvini** stated *“We would like to thank Joani for her years of leadership and her contributions to the success of the Accelerator Centre. The linkages between Incubators, Accelerators and Economic Development offices are critical to creating wealth & prosperity in our communities, and while we are sad to see her go, we look forward to ongoing partnerships and working together.”*

Stratford Mayor Dan Mathieson said *“Ms. Gerber is ideally suited as CEO. She is both “Globally Connected and Community Driven”. She brings a myriad of experience to her role as CEO of investStratford and her enthusiasm, strong sense of community and proven abilities to manage multiple stakeholders in a variety of economic sectors make her a perfect fit for the position. I am confident her leadership skills and strengths will provide a tremendous advantage to both investStratford and the City as we strive to strengthen and advance the economic future of Stratford.”*

Ms. Gerber's recent positions with the Stratford Accelerator Centre followed by the position of VP, Client Experience and Partner Relations with the Waterloo-based company reflect her leadership strengths and commitment to excellence. As a Stratford native, she is deeply committed to pursuing excellence while maintaining both a global vision and a local perspective.

About investStratford

*investStratford is the brand of the City of Stratford's Economic Development Corporation. We are committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry.
Globally Connected | Community Driven*

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