

# Barry Bernhard

*“Variety is the spice of life and business;  
I insist upon it in my groups so members  
can learn from the challenges faced in  
different industries.”*

TEC CEO Chair, TEC KEY Executive Chair  
Winnipeg, MB



## Hello!

My roles over the last 25 years have given me a bird's eye view of how life as a modern CEO has morphed into a series of ever-evolving changes and opportunities. As a result, I am known for being a catalyst for change and a strategic thinker with an unparalleled breadth of experience.

My entrepreneurial roots trace back to a family-owned lumber and construction business. Over the years, I have held executive roles in many sectors such as manufacturing, agriculture, natural resources, and financial services. As an Executive Vice President of Rice Capital and Rice Financial Management, I focused on strategic business development and strategic acquisitions. Additionally, I've served as a deputy minister for the Manitoba government on the treasury board and senior economic and social development roles. My diverse background positions have given me the ability to provide practical advice on the day-to-day challenges faced by my TEC group members.

As a TEC Chair, I have intentionally curated a membership that represents a broad cross-section of rural and urban-based businesses from different sectors. I welcome new TEC members who bring unique experiences and personal qualities to enrich the collaborative dynamics of my group. I emphasize the importance of strong character over a strong personality, fostering a culture of willingness to share and be a team player.

On a personal note, I am happily married to my wife, and together, we have three daughters and four grandchildren. In 2006, I was recognized by Child Find Manitoba for my commitment to protecting children in Canada. Outside of my professional life, I find joy in spending time with my family, either in the great Manitoba outdoors or at our home in Southern Arizona.

## My TEC Group Vision

I emphasize strong character over strong personality, and a willingness to share and be a team player.”

**Let's Start the Conversation**

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**Take The  
Leap Towards  
Transforming  
Your Leadership  
Skills Now!**

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

A handwritten signature in blue ink that reads "Barry".

**TEC**CANADA