

# Brenda Cane Blackwell

*"My journey has led me to TEC Canada, where I aim to explore the meaning of Executive Leadership in real-world contexts, engaging in confidential dialogues with CEOs within my peer group in Southwestern Ontario"*

TEC CEO Chair  
Stratford, ON



## Hello!

I have more than 35 years of experience in business-to-business marketing, sales, and communications, along with an EMBA in New Media Management. My expertise lies in the technology and advanced manufacturing sectors, both in Canada and globally. Throughout my career, I have become known for my pragmatic oversight, boundless energy, and incisive logic, and widely respected for my resourcefulness and determination.

My outstanding work has been acknowledged by various organizations such as the Federal Government of Canada and Team Canada Trade Mission. As well, I received philanthropic recognition from the University of Toronto Arts & Sciences Faculty, Acorn Award. This accolade was granted for my establishment of the Friends of Patrick Brain Acceleration Research Scholarship Fund.

As the CEO of my own business, The Cane Group Inc., I orchestrated successful national and international launches of a Software-as-a-Service (SaaS) platform. I gained an early advantage in the 2.0 new media space and demonstrated my curiosity in adult learning by completing my Masters in Adult Education, focusing on the Blended Learning Model in 2016.

My journey has led me to TEC Canada, where I aim to explore the meaning of Executive Leadership in real-world contexts, engaging in confidential dialogues with CEOs within my peer group in Southwestern Ontario. I collaborate with mid-sized enterprise executives aspiring to scale their businesses. Through the growth process, both domestically and internationally, I assist CEOs in addressing the question: "How can I make a significant impact, survive, and thrive, while maintaining my sanity?" By helping CEOs navigate their professional journeys, providing valuable insights and guidance in their pursuit of success, I bring a wealth of experience to my TEC group.

On a personal note, I reside in Stratford with my husband, planning interesting excursions for our granddaughter and two adopted grandsons. I'm also a Canadian watercolour artist, with attention the Group of Seven Landscape heritage tradition, and enjoy open-water swimming, hiking, and cycling.

## My TEC Group Vision

In our group, we embrace the wisdom that "None of us is as smart as all of us" (K. Blanchard, Simple Truths of Leadership, January 2022). We are driven to explore thought leadership, peer-among-peer issue processing, one-to-one CEO sessions, annual group retreats, and action-packed monthly meetings that endure. Our peer advisory group revolves around Mind SHARE, igniting the light bulb for bottom/top line growth, IP/innovation, and high-impact strategic thinking and action. We believe it is never too late to start or to seek positivity and growth.

## 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,

**TEC**CANADA