

Joanne Sigurdson

"Finding people's strengths and assisting them to use their special talents in the growth and development of successful enterprises is what I enjoy the most."

TEC CEO Chair, TEC Small Business Chair
TEC Inside Chair
Winnipeg, MB



Hello!

I am a dynamic professional with over 35 years of business leadership experience. Throughout my career, I have immersed myself in a wide range of initiatives, from global and national projects, to gaining hands-on experience in business ventures from retail to manufacturing and distribution.

My journey includes serving as the Executive Director of two large federal and provincial tourism development programs for several years. I have also led business workshops and seminars and lectured at the University of Winnipeg and the Business Development Bank of Canada. On a global scale, I've contributed to technology transfer projects in Central America and Europe, and lead an economic development initiative in Africa, with a focus on nurturing new enterprises.

In 1989, I purchased a Canadian based UNIGLOBE Travel franchise, and in 2008, I merged my company into the largest UNIGLOBE franchise and served as Managing Partner with 160 employees and revenues of \$180 million. Throughout my career, I have also served on numerous boards and community organizations.

As a TEC Chair, I cultivate an environment surrounded by young, enthusiastic, and positive thinkers made up of talented individuals with a diverse blend of education, experience, and knowledge. Together, we pursue innovation, growth, and personal excellence.

On a personal note, I live with my "serial entrepreneur" husband and son in Winnipeg. My academic background includes a B.Comm (Hons) from the Asper School of Business, where I also serve an Advisory Board Member for the Alumni Executive. Additionally, I was a Founding Member of Economic Development Winnipeg in the year 2000.

My TEC Group Vision

We are a close culture of energetic and innovative individuals who ensure one another's success through the sharing of forward-thinking solutions and ideas.

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 "Joanne". The signature is fluid and cursive, with a large initial "J".

TECCANADA