

For Immediate Release  
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## Greater Saskatoon Chamber of Commerce announces Darla Lindbjerg hired as new Chief Executive Officer

### A New Era of Leadership Begins at the Chamber



**Saskatoon, Saskatchewan**—The Greater Saskatoon Chamber of Commerce announced today that Darla Lindbjerg has been hired as its new Chief Executive Officer. She is expecting to begin her role on May 1, 2017. Lindbjerg is replacing Kent Smith-Windsor who is retiring after 21 years.

Lindbjerg most recently served as the Associate Vice President of Innovation Credit Union in Swift Current. She also has more than a decade of experience in the chamber network serving as

both Board President and CEO of the Swift Current and District Chamber of Commerce.

Lindbjerg possesses an MBA from the Kenneth Levene Graduate School of Business (University of Regina), a Chartered Director designation through The Director's College (DeGroot School of Business - McMaster University), a Bachelor of Business Administration degree with a major in Finance (U of R) as well as a Public Relations Certificate (U of R).

Lindbjerg is passionate about business and its role in society has a strong ability to engage local members. “Running a business is not easy, but is vitally important as businesses are the heartbeat of the city,” Lindbjerg said. “It is important to ensure Saskatoon businesses not only survive, but thrive. I am excited to work with the board, committees and members of the Greater Saskatoon Chamber of Commerce in the future and know that we will achieve great things for the City of Saskatoon!”

“The Board is extremely happy to have engaged Darla as our new CEO,” said the Chamber Board President Jason Yochim. “Darla brings a deep resume, an entrepreneurial spirit and enthusiasm to her role. We look forward to charting this new path together.”

“The Chamber wants to thank Kent for his dedication, his many achievements and his hard work. He is leaving the organization in a great position for continued success,” said Yochim.

In her free time, Darla enjoys spending time with her husband Halden and their three children, Aida, Ethan and Eva. Other pastimes that she enjoys include travelling and photography.

#### **For further information please contact the Greater Saskatoon Chamber of Commerce:**

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