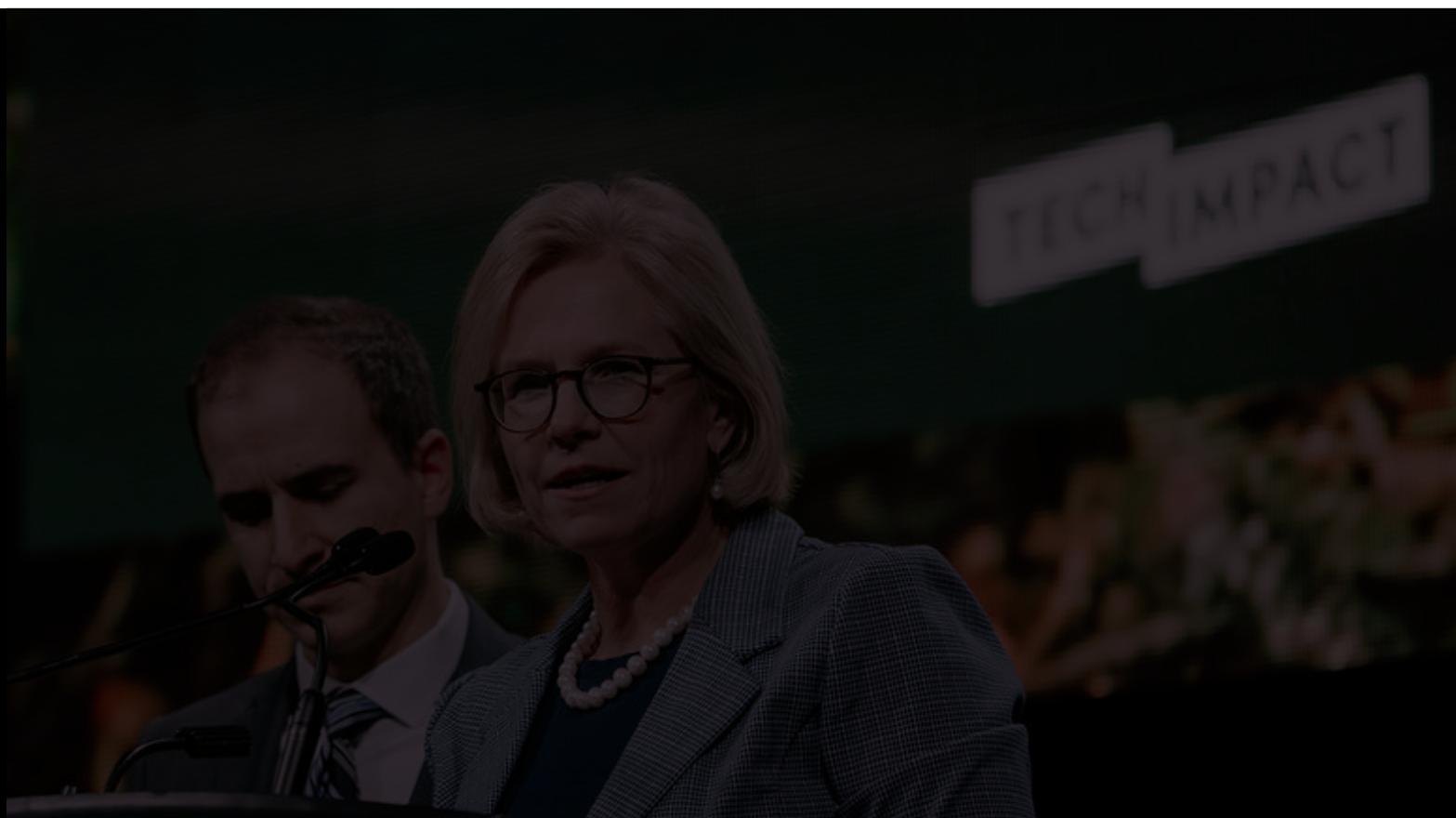




# Membership Package



**TECHIMPACT**

Empowering Tech Excellence and Digital Adoption in New Brunswick

# Welcome

TechImpact is New Brunswick's digital economy association and a trusted convener for businesses, technology leaders, and ecosystem partners across the province.

We bring together organizations of all sizes and sectors to strengthen digital capabilities, accelerate technology adoption, and build a more productive and innovative economy. Together, we are positioning New Brunswick as a place where talent, technology, and ambition thrive.



# Letter from our CEO



I'm pleased to invite you to be part of TechImpact and the growing community of New Brunswick businesses shaping our digital future.

TechImpact is evolving beyond a traditional tech association. Today, we serve as the province's digital adoption partner, supporting businesses across all industries as they navigate technology, talent, and growth.

Our members gain access to practical knowledge, trusted peers, technical expertise, and early insight into programs, funding opportunities, and emerging technologies. Through peer learning, targeted committees, events, and research, we help organizations build digital capability and compete more effectively.

This is your invitation to connect, learn, and grow with a community committed to New Brunswick's long-term productivity and innovation.

*Cathy Simpson*

Cathy Simpson, TechImpact CEO

# About TechImpact

TechImpact is a New Brunswick based industry association focused on accelerating digital adoption, workforce development, and innovation across the province.

While rooted in the tech sector, TechImpact supports organizations across all industries that use, build, or invest in technology. Our mission is to strengthen digital capabilities of New Brunswick businesses and position technology adoption as a cornerstone of economic growth.

## OUR FOCUS:

**Digital Adoption:** Helping businesses adopt and use technology to improve productivity, competitiveness, and growth.

**Workforce Development:** Strengthening the talent pipeline through attraction, education, upskilling, and connections between employers and talent.

**Fostering Innovation:** Encouraging collaboration between businesses, technology providers, academia, and government to create new products, services, and companies.

**Building Business:** Supporting growth across the tech sector and among technology-enabled businesses through community, insights, and market access.



# Initiatives

TechImpact delivers programs, platforms, and events designed to help businesses adopt technology, access talent, and stay informed.



**CollabHub:** A hub in NB that connects tech professionals and resources globally, fostering connectivity and resource sharing in the tech.

**InnovateNB:** A movement in NB that celebrates and promotes innovation through yearly awards, initiatives, and networking events.

**Digital Boost:** Supports New Brunswick companies in digital transformation programs and promotes technology talent in Atlantic Canada.

**JobHub:** A TechImpact platform connecting IT professionals with New Brunswick employers actively seeking technical talent.



**Women Belong Here.**

**The Impact:** A digital newsletter providing monthly news, events, and industry updates for subscribers.

**InnovateNB Speakers Series:** Engaging conversations with industry leaders and innovators, sharing insights, trends, and expertise to inspire growth in New Brunswick's tech and innovation ecosystem.

**TechImpact MemberHub:** A showcase of TechImpact's diverse members, highlighting their expertise, job opportunities, and locations

**Women Belong Here:** A series of events and learning sessions to support and advance diversity in the Atlantic Canada tech workforce.



**GIRLS STEP UP!**

**Intro to Tech in NB:** A program introducing NB Tech ecosystem to newcomers, graduates, and skilled talent to prepare for career opportunities.

**2024 Winner's Circle:** An editorial series celebrating the InnovateNB Awards winners, showcasing their achievements and impact on New Brunswick's innovation ecosystem.

**Tech Talks:** A podcast featuring subject matter experts that discuss trends and insights in technology, workforce, skilling, and business leadership.

**Girls STEP Up:** A program designed to elevate the skills and opportunities for high school girls in STEM done in partnership with UP+GO.

# TechImpact Members

TechImpact members include New Brunswick businesses from across all sectors, technology providers, startups, post-secondary institutions, and ecosystem partners.

Our membership reflects the full digital economy. From small businesses adopting technology for the first time to global firms building advanced solutions, our members benefit from shared knowledge, collaboration, and access to trusted expertise.



## CURRENT MEMBERS:



# Board Members

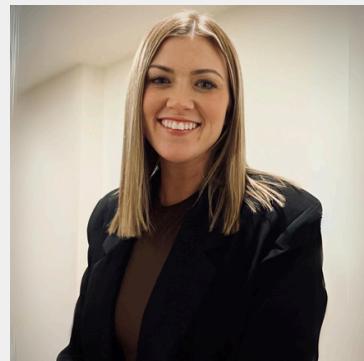
The TechImpact Board is composed of seasoned professionals from diverse backgrounds in technology, innovation, and the business communities from across Atlantic Canada. As we continue to expand our member base, we seek to add to this roster.



**NANCY  
BUTLER**  
CHAIR  
Mariner Innovations



**KUMARAN  
THILLAINDARAJAH**  
VICE CHAIR  
SmartSkin



**EMILLY  
FRASER**  
TREASURER  
Beauceron Security



**RYAN  
GRANT**  
SECRETARY  
IGT



**LUIGI  
BENEDICENTI**  
DIRECTOR  
University of New  
Brunswick



**GLEN  
HICKS**  
DIRECTOR  
Priority Pilot



**SCOTT  
MACINTOSH**  
DIRECTOR  
ClinicGlide



**TONY  
SHEEHAN**  
DIRECTOR  
NorthBound Advisory



**DONNA  
WILLISTON**  
DIRECTOR  
Pythian

# Membership

## WHY BECOME A MEMBER

A TechImpact membership connects your organization to the people, knowledge, and opportunities shaping New Brunswick's digital economy. It brings together businesses from across sectors that use, build, and invest in technology, creating a trusted community focused on collaboration, learning, and growth.

At its core, TechImpact fosters a collective voice and shared knowledge base where diverse perspectives come together. Members benefit from peer-to-peer learning and practical insight that can be applied directly within their organizations, whether they are strengthening existing capabilities or exploring new digital opportunities.

Members gain early access to information on funding programs, digital adoption initiatives, policy developments, and emerging technologies. Through research and market insight, TechImpact helps members stay informed about trends impacting New Brunswick businesses and supports more confident, informed decision-making.

Through committees, events, and shared engagement, members connect with peers, technical experts, and ecosystem leaders. Membership also supports business growth by improving access to talent, partners, and visibility, while amplifying member capabilities through platforms and programs that showcase expertise across the province.

# Membership Benefits

## ALL TECHIMPACT MEMBERS RECEIVE:

- Direct access to technical experts, IT leaders, and experienced peers across multiple sectors
- Connections to New Brunswick tech talent and future hires through the JobHub platform
- Early access to funding programs, digital adoption initiatives, policy updates, and emerging opportunities
- Practical digital adoption support through programs like Digital Boost and preferred vendor relationships
- A province-wide community for collaboration with businesses, technology providers, and ecosystem partners
- Promotion of member capabilities through CollabHub, industry events, and TechImpact communications
- Exclusive member communications with early registration, timely updates, and insider insights
- Meaningful engagement opportunities through events, sponsorships, committees, and thought leadership

## WHAT YOU CAN EXPECT

- A warm welcome into the TechImpact community
- Immediate access to knowledge and insights to support your business
- Peer-to-peer learning and collaboration
- Opportunities to engage employees through committees and programs
- Connections to talent, partners, and potential customers
- Participation in events, conferences, and initiatives shaping NB's digital future

# Member Levels

TechImpact offers three membership levels designed to meet organizations where they are, from early-stage businesses to large enterprises and ecosystem partners.

Membership is open to all New Brunswick businesses that use, build, or invest in technology.

## BRONZE

**Best suited for emerging SMBs, startups, and professionals**

Bronze Membership is an accessible entry point for small businesses, startups, consultants, and professionals looking to build digital awareness, connect with peers, and gain visibility within New Brunswick's tech and innovation community.

**\$795/YEAR**

## SILVER

**Best suited for growing businesses and sector integrators**

Silver Membership supports scaling companies, ecosystem partners, and post-secondary institutions that want deeper engagement across sectors. Members gain access to insight, mentorship, talent, and networks that support growth and digital adoption.

**\$3,500/YEAR**

## GOLD

**Best suited for market leaders and large organizations**

Gold Membership is designed for larger organizations actively shaping regional, national, and global innovation. It offers the highest level of access, visibility, influence, and early engagement in TechImpact initiatives, committees, and thought leadership.

**\$5,500/YEAR**

# Gold

Gold Membership is designed for large organizations that are significant users or creators of technology and are actively shaping New Brunswick's digital economy.

## ELIGIBILITY

- Organizations with 100+ employees
- For-profit organizations
- Companies committed to growth in New Brunswick with regional, national, or global reach

## BENEFITS

- Strategic networking with senior industry and ecosystem leaders
- Influence on TechImpact priorities, policy input, and thought leadership
- Prominent visibility across TechImpact platforms and initiatives
- Early and priority access to digital adoption and skilling programs
- Full participation in all committees
- Priority access to workforce and talent initiatives
- Full JobHub and CollabHub functionality
- Preferred pricing and sponsorship opportunities
- Direct access to TechImpact leadership



# Silver

Silver Membership supports scaling companies, ecosystem partners, and institutions seeking deeper engagement and access to insight, talent, and networks.

## ELIGIBILITY

- Organizations with 15 to 100 employees
- For-profit and non-profit organizations, post-secondary institutions, and ecosystem partners
- Organizations focused on growth in New Brunswick

## BENEFITS

- Access to industry leaders, peers, and mentors
- Participation in committees and ecosystem discussions
- Visibility as a TechImpact member
- Access to research, insights, and educational content
- JobHub access for talent connections
- CollabHub profile and content sharing
- Event access and sponsorship opportunities
- Input on policy and ecosystem priorities



# Bronze

Bronze Membership is an accessible entry point for small businesses, early-stage companies, and professionals looking to build digital awareness and connections.

## ELIGIBILITY

- Organizations with up to 15 employees
- Consultants, sole proprietors, and individual professionals
- Businesses investing in technology and growth in New Brunswick

## BENEFITS

- Community networking and peer connections
- Access to educational content and insights
- Visibility within the TechImpact community
- JobHub and CollabHub access
- Early access to programs and opportunities
- Event participation and discounted pricing
- Participation in select committees



# Learn How to Become a TechImpact Member

Discover how TechImpact membership can help your organization build digital capability, access talent, and grow in New Brunswick's evolving economy.

Take the first step by booking a meeting with our team today.

[BOOK A CALL TODAY](#)

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Empowering Tech Excellence and Digital Adoption in New Brunswick

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ALEX.WEAVERCRAWFORD@TECHIMPACT.IT