



News Release
July 9, 2023

Springboard Atlantic Announces New Staff for Atlantic IP Advantage Program

(Halifax) - Springboard Atlantic, the not-for-profit network that drives the commercialization of academic research in Atlantic Canada, has announced the hiring of three Regional IP Counsellors (IPCs) for its new Atlantic Intellectual Property (IP) Advantage Program. The counsellors - Libby Carew, Shelley Hessian and Andre Pelletier - join Director, Niraj Shukla, to deliver the Atlantic IP Advantage across the region.

Libby Carew joins Springboard Atlantic as Regional IP Counsellor for Newfoundland and Labrador. She brings over 20 years' experience to the innovation ecosystem having worked in numerous roles to support the growth of SMEs in Atlantic Canada. Libby is a former Senior Advisor in Business Development with Mitacs where she acted as a strategic connector between industry and academia, building applied research projects across multiple industries. She is a graduate of Memorial University and Toronto Metropolitan University (Ryerson). Libby is bilingual in both English and French.

Shelley Hessian joins Springboard Atlantic as Regional IP Counsellor for Nova Scotia. Shelley has more than 30 years of experience working with small and medium-sized businesses. Prior to joining Springboard Atlantic, Shelley was at Invest Nova Scotia (formerly Innovacorp) for 15 years. Her most recent position was as Manager of the Business Incubator, Start-Up Yard, at COVE (Centre for Ocean Ventures and Entrepreneurship). Previously, Shelley was Manager of Programs and Business Acceleration at Invest Nova Scotia. She worked one-on-one with the organization's early-stage technology client companies and led many acceleration initiatives.

Before joining Invest Nova Scotia, Shelley was Manager of Consulting and Skills Development at Saint Mary's University Business Development Centre, which offers professional business consulting services, skills development, and customized training programs to entrepreneurs. In this role, Shelley led the development and implementation of new projects, created annual strategic business plans, and mentored clients in several key areas, including business plans, market/feasibility studies and project management. Shelley holds a Bachelor of Commerce and an MBA from Saint Mary's University, and she is also a certified Project Management Professional.

Dr André Pelletier joins the Springboard Atlantic team as Regional IP Counsellor for New Brunswick. André has spent his professional life working in various roles connected to applied chemistry, engineering, and innovation project management. He is a multi-industry professional

with experience across a variety of industrial and tech sectors, from operational and R&D roles to strategy development. In his personal life, André enjoys giving back to his community and spending time with family. He volunteers in the community through Rotary and as a member of the Board of Directors at the Greener Village. André also volunteers time to the entrepreneurial and STEM ecosystems within the Maritimes, and as an occasional peer-reviewer for select scientific journals as time, and topic alignment, allow.

The Atlantic IP Advantage Program provides intellectual property education and support to the Atlantic Canadian startup ecosystem. It is funded through the Government of Canada's Innovation, Science and Economic Development Canada agency (ISED).

Springboard Atlantic Inc is the network of 19 universities and colleges across Atlantic Canada who work together to commercialize academic and industry-led research. Funded by ACOA and the post-secondary institutions, Springboard leverages the vast research and development capacity of academic institutions to contribute to Atlantic Canada's growth as an innovative and prosperous region.

For more information on the Atlantic IP Advantage Program, please contact the Director of the Atlantic IP Advantage Program or one of the three Regional IPCs:

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