



# JOACHIM STROINK

BUSINESS DEVELOPMENT | LEADERSHIP

## ABOUT

A community builder with 17 years' experience in public and private senior leadership roles. Expertise in Business Development, Relationship Management, Economic Development, & Team Leadership.

## CONTACT

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[LinkedIn](#)

## EDUCATION

Robert J. Thompson Eastern Leadership Academy, Council of State Governments | 2016

*\*Only Canadian named Class President of past decade\**

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Leadership Development  
Saint Mary's University | 2002

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Bachelor of Arts, Geography  
Saint Mary's University | 1999

## AWARDS

Finalist, Business Ethics Awards  
2007, 2008 & 2013

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Nominee, Top 40 Canadians Under  
40 2011

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Winner, Courage to Give Back  
Awards | 2011

## EXPERIENCE

GOVERNMENT OF NOVA SCOTIA 2013 – 2017

Member of the Legislative Assembly, Halifax Chebucto

Represented and collaborated with the constituents of Halifax Chebucto in the Nova Scotia legislature. Led and navigated complex issues, negotiated contentious government policies, and reviewed and developed recommendations for all government bills with the public as a member of the Standing Committee on Law Amendments.

### *Selected Accomplishments*

- Created the Accessibility Plan for people living with disabilities in Nova Scotia
- Positioned Nova Scotia as a world-leader in Ocean Science, resulting in the founding of COVE (Centre for Oceans Ventures and Entrepreneurship)
- Acted as Chair of the Standing Committee of Economic Development, and a member of the Standing Committee on Public Accounts and Law Amendments
- Facilitated the discussion between the Film Industry and the Government leading to the resolution of the Nova Scotia Film Tax Credit
- Key role on Council team to save the Emera Oval Skate Rink (used by over 130,000 people). Raised \$1M in funding and ran social media campaign.

ZANNEKE ENTERPRISES LTD., Halifax, NS 2006 – 2017

President & Owner

Led daily operations of The Trail Shop and Rackology, following the founding of both brands. Developed and implemented business plans and strategies, established strong stakeholder relations, engaged and empowered employees, and integrated relevant policies and procedures.

### *Selected Accomplishments*

- Created and built a new brand and vertical for Rackology
- Spearheaded, implemented and managed in-store and online marketing
- Negotiated and executed the sale of Rackology
- Implemented a new POS system; reducing costs and increasing efficiency
- Established a productive and engaged team resulting in company success
- Oversaw the successful sale of The Trail Shop

## COMMUNITY ENGAGEMENT

Founding Partner, Brigadoon Village 2004 – Present

Co-Founder, Not Since Moses Run 2002 – Present

Founder, Great Canadian Backyard Campout 2011 – 2015

Chair, Learning Disability Association of Nova Scotia 2014 – 2015

Board Director, Learning Disability Association of Canada 2012 – 2014

Race Director, Bluenose Marathon 2005 – 2009

Swimmer, The Big Swim (14 km swim from NB to PEI) 2012 & 2014