

Five Women Making a Difference in New Brunswick Business

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While many make a point of celebrating and supporting women in business every day of the year, International Women's Day is often a time when voices of support for inclusivity and gender equality are a bit louder.

Since New Brunswick is full of kickass women getting things done in the business community and setting an example for those around them, we've gathered a few of them together as proof.



Shelley Rinehart

You'd be hard-pressed to find someone more involved in their community than Shelley Rinehart. As a professor of marketing and the director of the MBA program at University of New Brunswick Saint John, she has a rich academic and political background and volunteers for a variety of causes. She's served as the executive director of Policy Development and Planning with the Provincial Department of Energy, as deputy mayor of Saint John for four years and as chair of the YMCA of Greater Saint John.

Debbie Rathwell

Debbie Rathwell is making a fiery go of it on her own in the event planning and hospitality business. Rathwell founded her marketing and event planning business, [red](#), to be a reflection of her commitment and drive. After gaining more than 20 years of experiences in business sales, marketing and event planning, Rathwell founded red and has continued to build on that experience. She is also the co-founder of [100 Women Who Care of Greater Saint John](#).



Robyn Tingley

Robyn Tingley is a fierce proponent of building workforces that are inclusive of both women and millennials. Her company, [GlassSKY](#) specializes in advice for these two groups and works with employers towards these more inclusive workforces. Tingley has previously lived and worked around the world for a Fortune 100. She is currently writing a book offering career advice to millennials and is a founding member of [Women for 50%](#), a group advocating for improved female representation on the floor of the legislature.

Dora Nicinski

Dora Nicinski is all about helping professionals reach their goals. With more than 35 years of experience in leadership positions for healthcare organizations across Canada, Nicinski began her own [consultancy](#) in 2010 and now provides services in governance and strategic planning. She's served on boards including Accreditation Canada, Enterprise Saint John and the YMCA of Greater Saint John. She's currently a member of the Board of International Coaching Federation Atlantic Chapter.





Lesley Steele

As the co-owner of CBS Animal Hospital in Conception Bay South, Newfoundland and CEO of [Vet Alliance](#), Lesley Steele is a wearer of many exciting hats. With 20 years of experience in the veterinary industry, Steele heads up Vet Alliance, an affiliate veterinary buyer's group of over 680 members. She serves as a board member for the Wallace McCain Institute and as a member of the Women's Presidential Organization Fredericton Chapter.