Ronda Nedelec
VP New Business

Ronda Nedelec, a partner and VP New Business, brings over 25 years of experience in business to the team. Born in Edmonton, Ronda's first entrepreneurial venture was at the age of 23 where she co-founded a company within the construction industry. Leading on all of the marketing, advertising and administration, Ronda was an integral part of the company exceeding over a million dollars in its first year.

Ronda was then recruited to help manage and operate a local award winning outdoor billboard company, which was ultimately purchased by Mediacom (now CBS Outdoor). Following that acquisition, Ronda joined a young advertising agency and during her 10.5-year tenure, helped grow the company from a few staff to over 20, as a partner and Director of New Business.

Ronda's relationship building skills were a key factor in bringing in hundreds of clients to the firm, which included Edmonton Oilers, Finning (Canada), Inland Concrete, Qualico Communities, Stollery Children's Hospital Foundation and National Bank Financial. She was also part of providing strategic direction and account management for key clients as well as assisting in the overall management of the agency.

While at the agency, she also co-owned Best Buds Flower Co. in Oliver Square as well as supported her husband and business partner with the launch and ongoing support of their company, Living Sounds Hearing Centre. As their four kids are now young adults, Ronda finds herself with a little more time to get involved in the community she loves so much. She was an active member in the Edmonton Executives Association (EEA) for over 10 years where she served as President and was involved in many committees.

Ronda's personal passion projects have always involved kids. She is the Past President of Kids Up Front Edmonton as well as the Past Chair of the Executive and was a Director on the Board for Ronald McDonald House® Northern Alberta and involved with the Family Connect and Communications Committee.

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