

**David Hoffman**

David Hoffman has built and stewarded a *culture of excellence*, through team effort, respect for people and the land, and strong personal relationships. Situated in rural Nova Scotia, the Bragg Group of Companies includes Oxford Frozen Foods, Eastlink, and Inland Technologies. David's leadership talent has been applied to everything from the farming of wild blueberries, to full-service communications, to renewable energies, to airport services. The business units employ over 6,000 people with a global footprint. Keys to success are a strong growth imperative; a deep respect for employees, customers, suppliers; a laser focus on quality; constant innovation; and a can-do and competitive spirit. David is a dedicated board member of many Nova Scotia businesses, and he is an active community volunteer, supporting the Trans Canada Trail Foundation, the Nova Scotia Community College Foundation and other charities. David and his full-time-volunteer wife Nina, live in Oxford NS and enjoy an active lifestyle including running, biking, golf and winter sports. When asked what the future holds for today's youth, the sharp, energetic and creative leader had this to say: "for all Junior Achievers, success awaits you right here in Nova Scotia."