



Wood Manufacturing Council Welcomes New President

January 31, 2025

The Wood Manufacturing Council (WMC) is pleased to announce the appointment of Audra Denny to the role of President, to further its mandate to plan, develop and implement human resources strategies that support the long-term growth and competitiveness of Canada's advanced wood products manufacturing industry, and meet the developmental needs of its workforce.

Audra is an experienced director and operational leader, dedicated to furthering the foundation established by WMC over the past two decades. As President of WMC, she is responsible for the effective and efficient management of the Council, ensuring the execution of the Board's strategic direction and policies to achieve desired outcomes. Audra is a dynamic, multi-disciplinary leader who leads by example.

Audra possesses a background in human services and human resources, with a strong commitment to enhancing the well-being of individuals and communities through advocacy and a focus on equity. In her role, Audra will evaluate needs, coordinate services, implement strategic plans, and advocate for meaningful change as she works to advance the Council's mission., "I couldn't be more excited to join the Council and get back to my roots of connection and advocacy, building relationships and empowering people to gain agency, skills and employment."

The Wood Manufacturing Council is excited to welcome Audra to her new role. She has integrated seamlessly into the team, and with her enthusiasm and expertise, she is well-equipped to guide the Council down both familiar and brand-new avenues.

About the Wood Manufacturing Council

The Wood Manufacturing Council is a non-profit corporation that works to bring together stakeholders in advanced wood processing to help collectively address human resource and skills development issues in the sector. Since 2002, the Wood Manufacturing Council (WMC) has collaborated with employers, workers, educators, professional associations and government to help implement human resources solutions that will ensure the success of the advanced wood manufacturing sector.

Contact:

info@wmc-cfb.ca

adenny@wmc-cfb.ca