

Biography

Barb Stegemann



Barb Stegemann was born in Montreal, Quebec. Her family moved to Antigonish, Nova Scotia when she was eight years old. She returned to her birth province of Quebec every summer during university to study French Immersion and loves finding every opportunity to speak in French.

As a teen, her family fell on hard times and she and her sister lived with their single mother on welfare. This shaped Barb as a passionate advocate of empowering all people and ignited her interest in developing new models of economic development.

Barb put herself through university and holds degrees in Sociology and Journalism from the University of King's College. After her journalism degree she moved out west to British Columbia and built her own boutique PR firm with clients from MITACS, the largest NCE in Canada to fundraisers for Lululemon and she led the tourism and economic development project for The City of Coquitlam. She created innovative, award winning campaigns that garnered private sector and government funding and won