

## Sharon Bond-Hogg

Sharon Bond-Hogg is a proud member of the Nooaitch First Nation, and comes from Merritt, British Columbia; living on the unceded territory of the Okanagan Syilx peoples on Tsinstikeptum 9. She is the CEO of Kekuli Café Properties Inc. and co-founder of Kekuli Café West in Kelowna, she and her husband, Darren Hogg, have pioneered the first Indigenous fast casual food franchise in Canada.

Sharon recently graduated from the Executive MBA in Indigenous Leadership program at the Beedie School of Business and Simon Fraser University. Her vision for an Indigenous Quick Service Restaurant (QSR) is reflected in Kekuli Café's expansion across Canada, with locations in Merritt and Kamloops, BC.

With a rich history of accomplishments, including being recognized as the 2020 National Aboriginal Capital Corporation Businesswoman of the Year and receiving the 2022 Kelowna Woman in Business - Rise Spirit Award, Sharon is dedicated to promoting Indigenous tourism.

Her passion since she was 16 years old was to be involved in tourism. She now serves fourteen years on the Board of Directors for Indigenous Tourism BC (ITBC) and was elected to the NVIT Board of Education in May 2023 and contributed to All Nations Trust Company in 2020-2022.

Sharon eagerly anticipates the opportunity to serve as the representative on the board of directors for the Indigenous Tourism of Canada focusing on the BC membership and other tourism organizations across Canada. I am committed to being a vocal advocate for our members ensuring that their perspectives are not only heard but actively incorporated into decision making processes. My goal is to champion the interest of our stakeholder's placing tourism and business development at the forefront for the people of British Columbia. I look forward to contributing to the growth and success of our community through collaborative efforts in strategic initiatives.

K<sup>w</sup>uk<sup>w</sup>scemx<sup>w</sup> | Thank you

Sharon

*Joy, Love, Freedom*

*I am blessed to be a part of the families of the Nlaka'pamux & Okanagan Syilx & Secwepmc territories, where we create an Indigenous economy and contribute to the community's growth, and honouring the unceded land we are fortunate to live, work, and play on.*

