

**FOR IMMEDIATE RELEASE**

**GSD Strategies Welcomes Rob Zandee, Governance and Organizational Leader, Establishing Presence in British Columbia**

*Regina, Saskatchewan – April 23, 2026* – GSD Strategies is pleased to announce that Rob Zandee, an experienced governance leader, board chair, and former CEO, is joining the firm as our newest Associate. Rob will represent GSD Strategies in British Columbia, marking the firm's first presence in the province.

Rob brings more than two decades of leadership experience across the public and private sectors, including nearly 30 years as CEO of Gerard's Equipment, where he led the growth of a successful agricultural business focused on international supply chains and long-term sustainability. Throughout his career, he has developed a strong reputation for steady leadership, practical decision-making, and the ability to navigate complex organizational and stakeholder environments.

Based in British Columbia, Rob has served in significant board leadership roles, including as Board Chair of School District 53 (Okanagan Similkameen) and Chair of the Okanagan Labour Relations Council. His experience spans governance, labour relations, government relations, and strategic planning, positioning him well to support clients operating in BC and across Western Canada.

Jason Wall, Principal at GSD Strategies, shared his enthusiasm:

*"We're really excited to have Rob join us. He brings a level of governance and leadership experience that strengthens what we do for clients right away. At GSD, we're focused on outcomes and, frankly, getting things done, and Rob fits that approach perfectly."*

Joel Peterson, Principal at GSD Strategies, added:

*"Rob's strength is his ability to build trust and move complex files forward in a practical way. That's exactly how we work at GSD. Establishing a presence in British Columbia with someone who is focused on outcomes and execution is a big step for us."*

Rob expressed his excitement about joining the firm:

*"I'm very pleased to be joining GSD Strategies and representing the firm in British Columbia. GSD has built a reputation for delivering real results and helping clients get things done, and I'm looking forward to bringing that same approach to clients in BC."*

With Rob's experience in governance, labour relations, business leadership, and stakeholder engagement, GSD Strategies continues to strengthen its ability to support clients with practical advice, strong relationships, and clear paths forward—now with a presence in British Columbia.



For more information, please visit [www.gsd-strategies.com](http://www.gsd-strategies.com).

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