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NAACHESNEH DEVELOPMENT CORPORATION | CEO

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THE REGION BC PEACE RIVER REGIONAL DISTRICT

The Peace River Regional District (PRRD) in northeastern British Columbia is a dynamic region where opportunity meets natural beauty. Stretching across over 119,000 square kilometers, it boasts vast, unspoiled landscapes, fertile farmland, and the iconic Peace River, making it a hub for industry, innovation, and recreation. The region's thriving economy is powered by natural resources, including energy production from major hydroelectric projects like the W.A.C. Bennett Dam and the transformative Site C Clean Energy Project, as well as a robust oil and gas sector, forestry, and agriculture. With its rich resources, strategic location, and welcoming communities, the PRRD is a prime destination for investment, growth, and sustainable development.

Home to vibrant communities like Fort St. John, the "Energetic City," and Dawson Creek, the gateway to the Alaska Highway, the PRRD combines modern amenities with small-town charm. The region is an outdoor paradise, offering world-class fishing, hiking, wildlife viewing, and adventure sports year-round. Its rolling prairies and boreal forests provide a stunning backdrop for living, working, and exploring. The Peace River Regional District is a place where possibilities are endless, and life is full of potential.



THE NATION DOIG RIVER FIRST NATION

Doig River First Nation (DRFN) is Tsáá? ché ne dane, a proud Dane-zaa people indigenous to the upper Peace River region of BC and Alberta. DRFN's traditional base extends in all directions from Gat Tah Kwá , now called the city of Fort St. John. Today, members participate in the modern economy while practicing unique language, culture and traditions. Known as the Fort St. John Beaver Band, acknowledging DRFN's place as first peoples of this region, after 1794, when colonizers arrived with the fur trade. In 1900, DRFN's headmen signed Treaty 8 to preserve rights to hunt and trap and to work alongside newcomers in peace. It was only after the fur trade, and as recently as 1952, that the people of DRFN were forced to settle on reserves. In 1977, DRFN's ancestors (the Fort St. John Beaver Band) were divided and defined by the Department of Indian Affairs as two separate Nations, the Doig River First Nation and the Blueberry River First Nation. DRFN's population is 335 people and our members live on and off reserve. Our community is engaged in a range of economic initiatives focused on strengthening our economic base, while improving the health and wellness of our people.

The community is undergoing a transformational period in organizational development with the conclusion of Treaty Land Entitlement (TLE) and other outstanding claims. Continued resource development within the territory and recent impact and benefits agreements have positioned DRFN to experience unprecedented cultural, economic and social development opportunities.



THE ORGANIZATION

NAACHESNEH DEVELOPMENT CORPORATION

The Naachesneh Development Corporation (NDC) is wholly owned by the Doig River First Nation (DRFN) and has been established to oversee the development and management of its urban reserve lands in Fort St. John and Dawson Creek, BC.

NDC has three primary functions:

- **Real Estate Development** – planning and developing the urban reserve lands;
- **Commercial Leasing** – targeting and attracting the right mix of businesses and other organizations to serve as tenants within the urban reserve lands; and
- **Property Management** – ensuring that the public domain within the urban reserve lands is safe and projects a high-level of quality, as a reflection of the Nation.

Urban reserve lands represent a significant asset to Doig River First Nation. They are sites for economic development that will benefit current and future generations. These lands are also an opportunity for the Nation and its members to showcase their ability to participate fully in the regional economy, share culture with the local community and to advance Indigenous reconciliation.

DRFN's expectations for urban reserve lands are sustainable and responsible development consistent with DRFN's land laws and policies that maximizes economic and community benefits, high-level of architectural quality and effective property management. NDC is governed by a Board of Directors, appointed by the Doig River First Nation's Chief and Council as shareholders-in-trust for the Nation's collective membership.

For more information on the Doig River First Nation and its urban reserves, please visit their [website](#).



DRFN's first development on urban reserve lands is Naache Commons. The development is called "Naache Commons" after the Dreamers and the Spirit of Naachine. Infrastructure work was initiated in September 2024 and will continue into 2025, along with the construction of the first anchor tenants: a Shell-branded retail fuel station, a Kekuli Café franchise restaurant, and professional office space for use by the Doig River First Nation. The expected opening for the Shell and Kekuli Café businesses is Fall 2025.

Naache Commons is an innovative, community-focused development that serves as a hub for connection, culture, and growth. Located within the Doig River community, Naache Commons represents the Nation's vision for self-sufficiency and sustainable progress. Designed as a multi-purpose space, it includes facilities that support cultural gatherings, economic development, and social well-being. By blending modern infrastructure with traditional values, Naache Commons reflects the resilience and creativity of the Doig River First Nation.

The space plays a central role in fostering community pride and engagement. Naache Commons is not only a place for essential services and business opportunities but also a venue for cultural preservation and sharing. Whether it's hosting workshops, educational programs, or celebrations of Dane-zaa heritage, it creates opportunities for youth, elders, and families to connect and grow together. This dynamic development is a testament to the Doig River First Nation's commitment to building a thriving and culturally vibrant community while supporting economic development for future generations. Naache Commons is a symbol of progress, unity, and a brighter future for the Doig River First Nation.

For more information on Naache Commons please visit their [website](#).



THE OPPORTUNITY CHIEF EXECUTIVE OFFICER

Doig River First Nation Chief and Council have incorporated NDC and provided significant capital investments into the planning and infrastructure of Naache Commons, to serve as the vehicle for their urban reserve vision to come to fruition. The role of the CEO is to be a steward of these resources and lead a team to achieve DRFN's vision.

NDC is the DRFN's first venture into urban reserve real estate development and leasing. As NDC is a recently incorporated entity, the CEO will be expected to develop and implement a plan to build-out the organization as needed in the coming years.

To lead this new venture on behalf of DRFN, we are seeking an experienced CEO with a successful track record in leadership for similar development corporations.

The Core Responsibilities for the CEO will include:

- Bringing their experience and expertise to **lead a collaborative team** including Chief and Council, Nation administration (Lands governance and Economic Development), and third-party advisors including urban planners, engineers, lawyers, lenders and construction managers;
- Engaging with the Nation (Chief and Council, administration and membership) to fully understand their collective vision for urban reserve lands and articulating that vision into a **long-term development plan** and related proforma projections;
- Working with the Doig River First Nation and the neighboring municipalities to **advocate for the development's needs**, in balance with the regulatory frameworks and agreements that exist with these local governments;
- Work with the Doig River First Nation and approved lenders to develop an **efficient capital plan** for the continued development and management of the urban reserve lands;



- Ensure that the urban reserve development and leases are **compliant with the Doig River First Nation's Land Code** and related development regulations;
- Provide **leadership to the general managers of the Shell and Kekuli Café** businesses. While these businesses are incorporated under separate legal entities, they will be expected to operate under the direction of the CEO as related entities. The Nation is developing business plans for each of these businesses, which will serve as benchmarks for their ongoing operations;
- Cultivate and maintain strong relationships with all members of the **Board of Directors**, including Chief and Council representatives and other appointees. This includes working with the Board of Directors on strategic planning, risk management, and financial planning;
- Overseeing the **day-to-day operations** of NDC to ensure that steps are being taken towards implementation of approved plans and achieving strategic goals while being efficient in the use of NDC resources;
- Hiring and leading the **management team for NDC**, ensuring that the team fully understands DRFN's vision and carries-out the approved plans;
- **Represent NDC and promote the DRFN's urban reserve lands** to prospective tenants, investors and lenders.
- Eventually, the CEO will work for the NDC board to help recruit a Board of Directors of NDC and will in turn report to the Board in collaboration with C&C.

The Key Competencies and Capabilities for the CEO will include:

- Ability to work with shareholders and other stakeholders to achieve consensus and move development plans forward in the best interests of the Nation;
- Ability to provide analysis and recommendations in a clear and concise manner to support informed decision making on the part of the Board of Directors and the Chief and Council;



- Demonstrated ability to develop staff through an effective combination of leadership and mentorship styles, and strategic assignments of work to support skill development and professional growth;
- Understanding of the various structures for urban developments and the related business arrangements that could be considered by NDC and DRFN to secure targeted tenants;
- Ability to collaborate with designers and planners to translate requirements and expectations into conceptual plans and eventually shovel-ready development projects;
- Building genuine and respectful relationships within DRFN and with external stakeholders and partners to help advance the Nation's interests and values.

Experience Expectations

- MBA or other post-secondary education related to business or economic development;
- Demonstrated leadership experience in senior management positions within real estate development organizations;
- Demonstrated relationship building abilities, related to complex projects they have successfully completed;
- Highly adaptable and emotionally intelligent leadership abilities, acquired through structured leadership development activities and demonstrated scenarios;
- Experience developing, interpreting and presenting financial projections related to real estate development;
- Multiple successful commercial real estate developments lead or significantly contributed to;
- Familiarity with on-reserve economic and lands development processes would be considered an asset.



Competencies and Personal Characteristics

Leadership – Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

Accountable – Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.

Strategic – Develops a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one's job responsibilities and overall organizational goals.

Integrity and Honesty – Demonstrates a resolute commitment to and respect for the spirit behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.

Influential and Collaborative – Has an open and consistent approach to working with others and possesses strong interpersonal skills, with the ability to build relationships and develop/maintain partnerships, obtaining stakeholder agreement.

Creativity and Innovation – Develops new insights into situations; questions conventional approaches; encourages new ideas; designs and implements new or cutting-edge programs/processes.

Effective Working Relationships – Treats colleagues, and stakeholders with respect; resolves conflicts in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.

Communication – Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.

People Development – Fosters learning and development of others through coaching, managing performance and mentoring; has a genuine desire to develop others and help them succeed; formally and informally recognizes deserving staff and colleagues.

Stakeholder Focused – Anticipates and attends to the needs of internal and external stakeholders of the organization; keeps stakeholder interests in the forefront.



COMPENSATION

A competitive compensation package will be provided including an attractive base salary of upwards of \$150k and excellent benefits. Further details will be discussed in a personal interview.

FOR INFORMATION PLEASE CONTACT:

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