



Newfoundland and Labrador  
Aquaculture Industry Association



## ANNOUNCEMENT

### NAIA Welcomes New Executive Director

**January 6, 2025** – Today, the Newfoundland and Labrador Aquaculture Industry Association welcomes the arrival of its new Executive Director, Keith Sullivan. Mr. Sullivan has extensive leadership experience gained through holding several executive positions including President of Newfoundland and Labrador’s largest private sector Union, FFAW-Unifor. Mr. Sullivan has a career immersed in the seafood world and is esteemed for collaborative skills, strategic communications, and public policy creation. He will now apply his many years of experience in advocating for continued growth in coastal communities through sustainable aquaculture that provides good jobs and regional economic growth.

The Newfoundland and Labrador Aquaculture Industry Association (NAIA) is a member-based organization that represents the interests of seafood farmers and their suppliers in Newfoundland and Labrador.

**“I am very excited to welcome Keith as our new Executive Director for NAIA. Keith joins us at a very important time in our industry as our companies continue their investments to expand our production, sustainably and responsibly. I am very confident that Keith can ensure the positive impact of sustainable aquaculture is effectively communicated and understood in this province and abroad, by educating everyone with facts and science about our industry. I wish him every success in this role and look forward to working alongside him.”**

**- NAIA President Sheldon George**

**“I am thrilled to be joining the team of NAIA. The aquaculture industry has such a vital role in our province’s economy, particularly in rural regions. Throughout my career I have been advocating for sustainable development of coastal communities and promoting seafood from Newfoundland and Labrador. Working with the aquaculture industry is an**

**amazing opportunity to work in a community with so much potential to do great things in our province.”**

**- Incoming NAIA Executive Director – Keith Sullivan**

The Board of Directors and staff of the Newfoundland Aquaculture Association would like to welcome Mr. Sullivan in his new role and are looking forward to working with him as we expand our sector, driving rural economic development and providing healthy, low carbon and sustainable seafood for tables here at home and around the world.

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