

FOR IMMEDIATE RELEASE

Canadian Battery Association Names Jacomien van Tonder as New Executive Director

Toronto, ON – March 24, 2025

The Canadian Battery Association (CBA), a leader in providing information, advocacy, and member benefits to support the responsible management of lead batteries across Canada, proudly announces the appointment of Jacomien van Tonder as its new Executive Director, effective April 1, 2025.

Van Tonder brings 15 years of expertise in management, operations, and business development, spanning legal, economic development, corporate strategy, and battery industry advocacy. Most recently, she served as Executive Director of the Lower Columbia Community Development Team Society (LCCDTS) and Director of Metal Tech Alley, where she boosted the West Kootenay region's profile by championing the Industrial and Battery Circular Economy.

"We're thrilled to welcome Jacomien to the CBA," said Ian Dickie, Chair of the Board of Directors. "Her visionary leadership and strategic expertise make her the perfect fit to lead us into a new era of growth and impact."

In her role, van Tonder will oversee the management, implementation, and reporting of Canada's Battery Stewardship Programs, collaborating with the board, staff, and partners to promote the critical role of lead batteries globally. She will work alongside outgoing Executive Director Colin McKean for six months as he transitions to retirement.

"I'm honored to join the CBA and build on its remarkable legacy," said van Tonder. "I'm eager to work with the team to expand our reach and deepen our influence across North America."

Van Tonder holds a law degree from the University of South Africa, a Circular Economy and Sustainability Strategies certificate from the University of Cambridge, and a Project Management Certificate from Okanagan College. She's been named a Top 10 "Thoughtleader" in the Kootenays and a Circular Economy leader in a prominent U.S. magazine.

For more information or to schedule an interview, contact van Tonder at [executivedirector@canadianbatteryassociation.ca](mailto:executivedirector@canadianbatteryassociation.ca) or 250-521-2631.

About the Canadian Battery Association

Founded in 1970, the Canadian Battery Association supports the responsible management of lead batteries through advocacy, information, and member benefits. It serves battery manufacturers, national and provincial distributors, smelters, and dealerships. Visit

<https://canadianbatteryassociation.ca/>.

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