

## **NOA Board Member**

### **Brett Belcher**

Founder of Squint Innovation & Branding, an industrial design consultancy firm, Brett has been producing award-winning consumer and med-tech products for clients across North America for the past 14 years. By incorporating his knowledge of manufacturing, design for business, and user-centred design methodologies, he helps companies small and large develop brand and market advantages. A graduate of OCAD U in Toronto, Brett also lectured at the university in the Design for Health and Product Design Thesis Program where he was recognized for excellence in teaching. Now settled in Thunder Bay with his family, Brett continues to run his successful industrial design business while working and volunteering to enrich the region's innovation sector and support local start-up firms. Brett is also an active community-building advocate in his role as president of the Hillcrest Village Condo Corporation.