

**For Immediate Release**

**February 25, 2020**



*\* High resolution photos available upon request.*

### **Krista Bax named go2HR's New CEO**

**Vancouver, BC** – go2HR -- BC's tourism human resource association -- is pleased to announce the appointment of Krista Bax to the role of CEO. Krista is poised to lead go2HR on an exciting new path forward after the organization underwent significant changes last year.

Krista has more than 20 years of experience in various strategic leadership roles. Prior to joining go2HR, she was the Senior Vice President, Western Canada at Context, a strategic engagement and communications firm. From 2009-2017, Krista held senior positions at the Asia Pacific Gateway Skills Table, and was promoted to Executive Director in 2014. Krista also has extensive experience in occupational health and safety, primarily in the forestry industry. She holds an MBA and B.Sc. from the University of Alberta, and has completed the Not-for-Profit Program developed by the Institute of Corporate Directors and the University of Toronto's Rotman School of Management.

"This is a critical time for go2HR as we continue to adjust and grow," says Ian Powell, go2HR's Board Chair. "With Krista's background and knowledge, we are confident that go2HR will thrive and re-energize under Krista's fresh approach to leading the organization."

"Being passionate about the tourism sector, I am very excited about joining the go2HR team," comments Krista. "go2HR is a highly respected organization and I look forward to working with industry leaders to continue our efforts to realize a thriving, skilled workforce that delivers exceptional experience to all guests."

Krista will make her first appearance at the BC Tourism Industry Conference in Victoria. She will officially start on April 1, 2020, taking over from Arlene Keis, who has been at the helm for more than 17 years. go2HR's Board of Directors extends their heartfelt thanks and gratitude for Arlene's contribution to the organization and the industry, and wishes her well in her retirement.

### **About go2HR**

go2HR is BC's tourism human resource association, responsible for playing a lead role in executing the BC Tourism Human Resources Strategy. Established in 1979, go2HR helps employers with their HR needs in areas such as occupational health & safety, customer service training, recruitment, retention and labour shortages, employment-related policy and legislation, and labour market research. go2HR also promotes jobs and careers in tourism, hosts the BC tourism job board, and helps businesses provide remarkable customer experiences through its signature SuperHost suite of training. For more information, visit [www.go2hr.ca](http://www.go2hr.ca).

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### **Media Contact:**

Joyce Lam  
604 721 8929  
[kumquatmarketing@gmail.com](mailto:kumquatmarketing@gmail.com)