



## Howard Sher Revealed as the 2<sup>nd</sup> Investor for the Hawks' Nest Competition!

Neustadt, ON – April 18, 2023

The Saugeen Economic Development Corporation (SEDC) and Bruce Community Futures Development Corporation (Bruce CFDC) are pleased to present



### Howard Sher, Chief Operating Officer of Quality Homes

as an Investor for the “**Hawks' Nest**” a Dragons' Den inspired competition.

Howard Sher is a seasoned executive with 24 years of experience in the modular home construction industry, currently serving as the Chief Operating Officer of Quality Homes. As COO, Sher is responsible for overseeing all aspects of the company's operations, including strategic planning, business development, project management, and team management. With a deep understanding of the modular home industry, Sher is able to provide strategic leadership and guidance to his organization to ensure it operates effectively and efficiently and maintains its position as the leading modular homebuilding company in Ontario.

Sher holds a certificate in business administration from Damelin Business School (South Africa). He is a respected leader in the industry and has been recognized for his work in developing attainable housing and sat on various ULC committees in developing Canadian fire prevention and firefighting standards. In his free time, Sher is a competitive cyclist and also participates in Volunteer Activities for a charity supporting people experiencing homelessness.

With his extensive experience and expertise in the residential modular home construction industry, Sher is committed to delivering high-quality results for Quality Homes and its clients, while fostering a culture of excellence and teamwork within the organization.

Sher is delighted to participate in the Hawks Nest event as the development of young, innovative business talent aligns closely with both his personal and corporate goals of giving back to the community.

## WELCOME HOWARD SHER TO THE HAWKS' NEST!

For more information on the Hawks' Nest, please email [hawksnest@sbdc.ca](mailto:hawksnest@sbdc.ca) or contact SEDC toll-free at 1-877-335-7332 or Bruce CFDC toll-free at 1-888-832-2232.

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