



[Michelle Simms](#)

Michelle joined the Genesis Centre in 2002 as a business analyst, moved into the role of Manager, Incubation in 2008 and was promoted to vice president in 2015. Michelle is responsible for overseeing the suite of programs offered to the Genesis Centre's clients through all stages of their growth and development as well as for the Centre's operations. Michelle has been advising start-ups for more than 15 years and has worked with many in the ocean technology sector where she played an important role in their early stages of development by connecting them to key resources to help them grow.

Michelle's passion for technology has led to her involvement with several national organizations. She is a member of the Canadian Digital Media Network Advisory Board and the Newfoundland Chapter of *Ladies Learning Code*, a national non-profit established to teach technical skills to women. She has served on the board of directors for the Canadian Association of Business Incubation, and is the St. John's hub lead for the Canadian Digital Media Network and the Genesis Centre's Women in Technology Peer Group.

Michelle holds a Bachelor of Business Administration (BBA) from Memorial University and an incubation management certificate from that National Business Incubation Association.