

For Immediate Release

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## THE INDUSTRY TRAINING AUTHORITY ANNOUNCES NEW CFO

Farnaz Riahi will lead ITA's financial strategy as the organization focuses on implementing priority actions

**Vancouver, BC** — The [Industry Training Authority \(ITA\)](#) has appointed Farnaz Riahi as the new [Chief Financial Officer \(CFO\)](#), effective February 2, 2015.

Riahi has over 12 years of experience in senior financial management roles in both the public and private sector. Riahi started her career as a Staff Accountant at Ernst & Young and later worked as the Director of Planning & Analysis at Corus Entertainment, and was the Vice President of Finance at Channel M (now Omni Media). Before accepting the role at ITA, she was Vice President of Finance at Canada Wide Media Limited. Riahi holds a Bachelor of Commerce from the University of Toronto and is a designated Chartered Accountant (CPA, CA).

"Farnaz Riahi brings a depth of national experience that will further enhance the capabilities of ITA's executive team," says **Gary Herman, CEO, Industry Training Authority**. "Her ability to create strategic efficiencies across large companies will be a great asset to our organization."

"This addition to ITA's leadership team is going to help them with their important work in connecting people with the opportunity of careers in the trades," says **Shirley Bond, Minister of Jobs, Tourism and Skills Training, and Minister Responsible for Labour**. "We look forward to working with ITA through *B.C.'s Skills for Jobs Blueprint* to connect more British Columbians with the skills they need to qualify for in-demand jobs in our diverse, strong and growing economy."

Riahi will play a key role in the daily operations at ITA. She will lead the development of ITA's overall financial strategy and guide the organization's commitment to building a skilled workforce for the province of BC.

### **About the Industry Training Authority**

The Industry Training Authority (ITA) leads and coordinates British Columbia's skilled trades system. ITA works with employers, employees, industry, labour, training providers and government to issue credentials, manage apprenticeships, set program standards and increase opportunities in the trades. ITA is also a key collaborator in the [B.C.'s Skills for Jobs Blueprint](#), which sets out a plan for re-engineering our education and training system to support our growing and changing economy, and to help British Columbians take full advantage of the opportunities presented by these changes.

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