



TRUECOURSE

TrueCourse Partners with Kanata North Business Association to support Hub350

Partnership between local strategic marketing agency and Kanata's newest innovation and collaboration initiative focuses on attracting talent and driving growth

Ottawa, Ontario – April 29, 2022: The [Kanata North Business Association](#) (KNBA) is pleased to announce that TrueCourse, a strategic B2B marketing agency specializing in supporting engineering, technology, and professional services firms, recently joined Hub350, the gateway to Canada's largest technology park.

Hub350's mission is to foster a vibrant culture of collaboration; An ecosystem for industry, academic, and finance partners to innovate, collaborate, and attract talent to fuel growth within Canada's largest tech community. As a Hub350 Partner, TrueCourse's B2B marketing expertise will support members as they scale and reach new markets.

"Strategic marketing is key to driving business results for growing companies, and at TrueCourse, we're serious about helping clients reach their business goals," said Rachel Hancock, COO and Business & Marketing Strategy Lead at TrueCourse. "Through our partnership with Hub350, we're excited to support the innovative companies in Kanata North to grow and thrive."

TrueCourse is a long-standing member of the KNBA, whose 540+ member companies contribute \$13B to Canada's GDP, generate over 33,000 jobs, and attract talent and investment.

"We are excited to welcome TrueCourse to Hub350's Corporate Pillar," said Julia Frame, Director of Partnerships at KNBA. "This collaboration will support the continued growth of our member companies and partners through the full tool kit of marketing services that TrueCourse provides."



TRUECOURSE

About TrueCourse

TrueCourse is a strategic B2B marketing agency specializing in supporting engineering, technology, and professional services firms. Dedicated to developing strong marketing partnerships that drive business results for our clients and strengthen their position in the global marketplace, TrueCourse specializes in brand and marketing strategy development and execution, brand messaging, digital marketing, and performance tracking. For more information, visit truecourse.ca.

About Kanata North Business Association and Hub350

Kanata North Business Association is a non-profit organization committed to representing and advocating for the best interests of the over 543 member companies located in the area. As a critical part of Ottawa's economic development future and a renowned hub of technology and innovation, the Kanata North business area is a robust and vital region that can foster even greater success for its constituent companies. Hub350 is a new ecosystem for Industry, Academic and Finance partners to co-exist and collaborate in the heart of Kanata North. For more information visit: www.kanatanorthba.com or www.hub350.com.

Enquiries

TrueCourse:

Rachel Hancock
COO | Practice Lead, Business & Marketing Strategy
Truecourse.ca
rachel@truecourse.ca

KNBA:

Julia Frame
Director of Partnerships
hub350.com
julia@kanatanorthba.ca