



Dr. Jodie Peacock ND - Ontario

I am writing to express my interest in one of the board of director positions at the Canadian Association of Naturopathic Doctors (CAND). Naturopathic medicine is at a pivotal time with a significant opportunity to play a larger roll in the Canadian health care setting. I feel with a strong background in both sales leadership and naturopathic medicine, along with a track record of successful business ventures, I am confident in my ability to contribute effectively to the board to help support the growth and advancement of the CAND. During my tenure at Nutritional Fundamentals for Health (NFH), I played a pivotal role in driving the company's sales growth and expanding our market presence within the Canadian healthcare sector. I have a great understanding of the natural health product process with Health Canada and would be happy to help assist the board in navigating the implications of the proposed upcoming regulatory changes. In addition to my corporate experience, I am deeply passionate about naturopathic medicine, which is reflected in my part-time role as a practicing Naturopathic Doctor and my longstanding membership with the CAND since 2007. Through my clinical practice, I have witnessed firsthand the transformative impact of naturopathic treatments on patient health outcomes. Furthermore, my experience running a multidisciplinary clinic has highlighted the importance of collaboration among healthcare professionals, a value that aligns closely with the mission of the CAND. I am particularly excited about the opportunity to leverage my skills and expertise to explore innovative ways for naturopathic doctors to play a more prominent role in Canada's healthcare landscape. Particularly how NDs could play a larger role in underserved and marginalized communities. Moreover, my experience in strategic planning, stakeholder engagement, and board governance, gained through my involvement with the Ontario Association of Naturopathic Doctors (OAND) board of directors from 2022- 2024, positions me well to understand the roll of the board members at the CAND. Furthermore, my entrepreneurial ventures, including founding and successfully managing The Root of Health clinic, the Canadian Fertility Show, and Co-Founding Exceptional ND have equipped me with valuable leadership and management skills, including event planning, marketing, interprofessional collaboration and stakeholder relations. This underscores my commitment to advancing professional development and fostering community. With a master's in business administration (MBA) complementing my background in naturopathic medicine and science, I possess a diverse skill set that encompasses strategic planning, financial acumen, marketing and effective communication. I am genuinely excited about the prospect of contributing to the CAND's strategic goals and promoting and advancing the practice of naturopathic medicine in Canada. I am eager to further discuss how my experiences and vision align with the objectives of the organization and how I can help support the CAND into a new era of growth and innovation. Thank you for considering my application. I look forward to the opportunity to join the board and contribute to the continued success of the CAND.