



FOR IMMEDIATE RELEASE

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Gitxaala Enterprises Welcomes Bruce Watkinson as Director of Community Economic Development

Prince Rupert, BC – Gitxaala Enterprises Corporation (GECO) is proud to announce the appointment of Bruce Watkinson as its new Director of Community Economic Development.

A longtime advocate for Gitxaala's marine and territorial interests, Bruce brings decades of experience in fisheries management and environmental stewardship to Gitxaala Enterprises. A Gitxaala Nation citizen, he has been instrumental in advancing Nation-led initiatives that balance economic opportunity with cultural and ecological responsibility.

In his new role, Bruce will lead a broad portfolio of initiatives designed to support Gitxaala Enterprises' long-term economic vision. This includes advancing community-based fisheries aligned with the Fisheries Resources Reconciliation Agreement, supporting small business development, and helping guide major infrastructure projects such as the planned hotel in Lax Klan. He will also oversee the establishment of Gitxaala Enterprises' bursary and scholarship program, aimed at supporting members pursuing post-secondary education in business and economic development.

Bruce will also serve as Gitxaala Enterprises' representative on the Cultural Centre Committee, supporting the vision and planning of a dedicated space that will honour and preserve Gitxaala language, history, and traditions while creating meaningful opportunities for community and cultural tourism.

He will play a key role in Gitxaala Enterprises' commitment to becoming an Indigenous employer of choice—helping shape culturally grounded hiring practices, supporting Nation-to-Nation partnerships, and working closely with community leaders and technical teams to ensure economic growth reflects the values and priorities of Gitxaala citizens.

“We’re excited to welcome Bruce into this new leadership role,” said Clarence Innis, GECO, Director of Special Projects and Chair, GECO Hereditary Advisory Committee. “His experience, deep connection to the community, and clear vision for sustainable development will help us move forward in a good way, creating opportunities that serve the Gitxaala Nation now and for generations to come.”

Gitxaala Enterprises looks forward to working with Bruce as we continue to build a strong, resilient, and community-driven economy grounded in Gitxaala knowledge, rights, and values.



Media Contact:

Mary Denton

Director of Communications & Community Relations

Gitxaala Enterprises Corporation

Email: mary.denton@gitxaalaenterprises.com