



FOR IMMEDIATE RELEASE

Brain Tumour Foundation of Canada Appoints Nicole Farrell as Chief Executive Officer

London, Ont., November 28, 2025 – The Board of Directors of Brain Tumour Foundation of Canada is proud to announce the appointment of Nicole Farrell as Chief Executive Officer, following a year of transformative progress under her leadership as Interim CEO.

Nicole steps into the role at a pivotal moment for the Foundation as it continues to strengthen its national presence in awareness, research, and support for Canadians affected by a brain tumour.

Since assuming the Interim CEO role in late 2024, Nicole has guided the organization through a period of meaningful renewal and stabilization. Her thoughtful and collaborative leadership has strengthened alignment across teams, deepened stakeholder engagement, and fostered a culture rooted in purpose, accountability, and community connection.

During this time, the Foundation has made significant organizational strides. Nicole led the completion of the Foundation's multi-year strategic plan through a highly participatory process that welcomed insight from staff, volunteers, and the brain tumour community. She also strengthened relationships with donors and partners across Canada and expanded outreach efforts to ensure a more inclusive community voice. "Her steady judgment, community-centred approach, and commitment to excellence have already reshaped the organization," said Board Chair Faith Davis.

Nicole brings more than 20 years of leadership experience across healthcare, academia, and the nonprofit sector. Prior to joining the Foundation, she held senior roles at Western University's Schulich School of Medicine & Dentistry, including leadership in the Department of Clinical Neurological Sciences, one of the school's largest clinical-academic departments. In these positions, she managed multi-million-dollar ministry-funded portfolios, strengthened accountability frameworks, and collaborated extensively with hospital and government partners on complex health system initiatives. Her work has consistently emphasized strategic clarity, operational excellence, and thoughtful partnership development.

Her educational background includes a Master of Business Administration with a specialization in management consulting, complemented by a postgraduate certificate in adult education, an academic combination that supports her balanced, systems-focused approach to leadership. In addition to her professional roles, Nicole has contributed her expertise through service on



nonprofit boards and advisory councils, bringing valuable governance and sector-wide perspective to her work.

“As CEO, Nicole will continue strengthening the Foundation’s leadership in brain tumour awareness, support, and research. Under her guidance, the Foundation will build on the past year’s momentum by advancing novel strategic directions, expanding national programs and partnerships, and establishing sustainable, responsive systems that will enhance our ability to meet community needs with consistency and quality. We are confident her leadership will amplify our impact across Canada,” said Faith Davis, Chair of the Board of Directors.

-30-

Media Contact:

Romina Ferro
Manager, Marketing & Communications
rferro@braintumour.ca

About Brain Tumour Foundation of Canada: Brain Tumour Foundation of Canada is the only national charity offering information and support to Canadians affected by any kind of brain tumour—malignant, non-malignant or metastases. Since its inception in 1982, the organization has allocated millions of dollars to fund crucial research projects, advancing brain tumour treatment and patient care.

Every day, the organization strives to bring HOPE to all those affected by a brain tumour. HOPE through support. HOPE through information and education. HOPE through research. HOPE for a cure.

Brain Tumour Foundation of Canada is funded solely through generous contributions from individuals, corporations, organizations, employee groups and special events. Learn more at BrainTumour.ca.