

The Debra Armstrong Human Resources Lifetime Achievement Award has been established to recognize and honor the contributions of Deb to our field for over 42 years. As a founding member of our Association, a leader in the establishment of certification in our field and as an Honorary Lifetime Member, she is one to exemplify as a Human Resources Professional and as a human being.

Sadly, Deb passed away too early at the age of 62 on February 5, 2021, due to breast cancer. Although she has left this world, she has left a legacy behind in ours.

Deb had acquired her BBA at the University of New Brunswick in 1979 and then furthered her education with a Masters of Industrial Relations from the University of Toronto in 1985. Her longstanding certifications in Myers Briggs and Emotional Intelligence led her to support various levels of teams and individuals within many diverse organizations.

Her career began in 1979 as a Benefits & Compensation consultant in Toronto. It was as a Graduate Student Teaching Assistant at the University of Toronto in 1983 that she found the spark that led her to become a well known and respected Professor at the University of New Brunswick for over 36 years. Her contributions, particularly as UNB's MBA Director, influenced her students from all over the world. During her tenure at UNB, she was selected, by Mayor Elsie Wayne, to be trained as an interest-based negotiator to assist with future municipal negotiations.

"Deb was instrumental in identifying industrial relations as an important component of management and Human Resources. It is often a forgotten area. The courses she developed remain on the books and are taught regularly."
Shelley Rinehart, Director MBA Program and Professor of Marketing, University of New Brunswick, Saint John Campus

As much as she was an Educator, she was also an Entrepreneur as the President and Owner of her own Human Resources Consulting Firm which she established in 1987. With her business partner, these two women were the first females to provide leadership training to the male dominated ranks of the Department of National Defence back in the 90s.

Deb's expertise in the ability to bring logic, honesty and ethics was sought from the non-profit to municipal and private sectors where she fulfilled roles such as Senior Human Resources Manager, Manager of Organizational Effectiveness and Training Consultant demonstrating vast Human Resources competencies from industrial relations to policy development.

"Deb's contributions to the City of Saint John, in culture, in education, and in systems development have had a profound impact on our progress as an organization and continue to illuminate the way forward."
Peter Morgan, Manager Safety and Policy, City of Saint John

A fellow Professor sums up the profound impact Deb Armstrong made on all those who had the benefit to know her..

"The diverse strands of Deb's career, which included love of learning, practical experience, education, directness, and profound caring for others and her community, wove together to make Deb a powerful force in the HR field."
Beth Gilbert, Retired Professor, UNBSJ/Owner, Practically Speaking