

December 19, 2024

**FOR IMMEDIATE RELEASE**

**The Canadian Chiropractic Examining Board Welcomes Its New CEO**

The Canadian Chiropractic Examining Board (CCEB) is pleased to announce the appointment of Valoree McKay, CAE as its new CEO effective December 16, 2024.

"I am excited to be joining CCEB as its new CEO," stated Ms. McKay. "I look forward to working in collaboration with the Board of Governors, the operational team, our volunteers, and our members and partners in advancing CCEB's strategic goals."

Valoree is an experienced bilingual, Certified Association Executive (CAE) known for her transformational leadership in the not-for-profit sector. She has held senior leadership positions at the national level for over 25 years, and has helped organizations navigate organizational change, growth and development. This includes leading organizations in developing and delivering certification and entry-to-practice exams.

Valoree has been recognized for her professionalism, integrity and enthusiasm, as well as her dedication to excellence. A strategic thinker, her areas of expertise include change management, quality improvement, advocacy, governance, and partnership development.

As incoming CEO, the CCEB Board of Governors is confident that Ms. McKay will continue to maintain and advance the organizational objectives of examination excellence with vision, inclusivity, and innovation.

Please join us in welcoming Ms. McKay to our profession. She can be reached at [vmckay@cceb.ca](mailto:vmckay@cceb.ca).

In closing, we would like to take a moment to [thank](#) Gemma Beierback for her dedication and exceptional leadership as CEO of the CCEB during the past seven years. All the best to you going forward, Gemma.

With thanks,



Rachel F. Schuster, BSc, DC  
Chair, CCEB Board of Governors