



✉ devon@shenative.com

Devon Fiddler is a Cree mother of two from the Waterhen Lake First Nation in Saskatchewan. She is the founder of SheNative Goods Inc., a lifestyle brand dedicated to elevating Indigenous women and girls. Devon also is a speaker, influencer, thought leader, and program developer in entrepreneurship, leadership and skills development.

Devon has a Bachelor of Arts Degree in Aboriginal Public Administration from the University of Saskatchewan, and has completed numerous leadership, economic development, entrepreneurship and business certificate programs in the last 10 years.

Devon has also been recognized and rewarded in various business planning competitions and has worked hard to earn seed funding through various grant and loan programs, and ran 4 successful crowdfunding campaigns. Devon has been nominated for various entrepreneurial and leadership awards and received recognition at the 2015 CBC Future 40 Under 40 designation in 2015. Devon was also among 20 entrepreneurs who represented Canada at the G20 Young Entrepreneur Alliance (YEA) Summit in Istanbul, Turkey in September 2015, received the 2015 Start-up Canada Young Entrepreneur of the year award and the Sustainable Business of the Year for the Prairie Region.

In 2016, Devon received the YWCA Women of Distinction Award in the under 29 category and became a 2016 SheEo funded Venture, among 5 ventures across Canada. In 2019, Devon received the Trailblazers & Innovators Award through the Bank of Montreal and was recognized for her support of the Saskatchewan Intercultural Association's Learning Interculturalism Through Employment (LITE) program.

Devon's passion is in the Entrepreneurial space to support Indigenous women. She has been involved with Native Women's Association of Canada (NWAC), Women Entrepreneurs of Saskatchewan (WESK), the Canadian Centre for Aboriginal Entrepreneurship (CCAIE), and the Meadow Lake Tribal Council (MLTC). She has supported these organizations with program development, developing curriculum, mentoring, business advising and facilitating programs in various capacities over the last 3 years.