



SaskInteractive Announces New Executive Director

The Board of Directors of SaskInteractive is pleased to announce the appointment of Jack Hilkewich as our new Executive Director. With over 20 years of experience in strategic planning, change management, and technology integration within the media and creative industries, Jack brings a wealth of expertise and a proven track record of success to our organization.

His commitment to innovation and leadership has marked Jack's career. As the Creative Director at a Regina digital media studio, he spearheaded the integration of cutting-edge technologies like Virtual Reality, significantly advancing the company's capabilities and securing high-profile clients. His leadership in developing innovative, user-friendly digital solutions has been instrumental in delivering impactful training modules and interactive experiences across various sectors.

In his previous role as Manager of Community Television at Access Communications, Jack successfully managed strategic planning, operations, and community engagement. He led the channel's transformation by upgrading studio production equipment and enhancing programming, which resulted in increased viewer engagement. Jack's dedication to community outreach was further demonstrated through his efforts to provide a platform for underrepresented groups, showcasing his passion for advocacy and inclusivity.

Jack's extensive experience also includes serving as President of Tyrell Media Corporation, where he demonstrated his ability to translate vision into action. He managed corporate strategy, financial operations, and built strong industry relationships, leading to the company's growth and success.

Jack's appointment comes at an exciting time for SaskInteractive as we continue to foster innovation and growth within Saskatchewan's interactive digital media industry. His strong background in strategic leadership, project management, community engagement, and his deep connections with industry partners will be invaluable as we move forward.

We are delighted to welcome Jack Hilkewich to the SaskInteractive team and look forward to his leadership in advancing our mission to drive digital innovation, creativity, and collaboration in Saskatchewan and beyond.

Please join us in welcoming Jack to his new role!

Contact Information:

Deborah Black
Interim Executive Director
Saskatchewan Interactive Media Association
deborah@saskinteractive.com