

Keith Condon



Keith recognized early in his career that building relationships with a foundation of trust is the key to solid long-term business, regardless of language or culture. Keith continues to travel and develop new markets while making time to assist fellow Nova Scotia businesses in the art of exporting.

A Nova Scotia native, Keith has been developing international markets after a career in printing and publishing.

Keith served as President and CEO of Tri-Star Industries, a leading manufacturer of ambulances and emergency vehicles until 2015. Under his leadership, Tri-Star achieved remarkable global reach, shipping its products to 45 countries and catering to diverse clientele, including ministries of health, fire departments, militaries, airports, and international health service providers. Notably, in Nova Scotia, all provincial government ground ambulances and support vehicles are leased or purchased from Tri-Star.

Keith spearheaded Tri-Star's venture into international markets by initiating sales in Iraq in 1979. Inspired by the sight of North American made ambulances during his travels, Keith expanded his vision for the company to encompass more exporting opportunities, progressively exploring additional countries during his visits. This strategic shift led to new partnerships and repeat business around the world and expanded the Tri-Star brand. Keith remains with Tri-Star as its Director for International Marketing, travelling and developing new markets.

Among Tri-Star's notable projects, Keith orchestrated the establishment of national emergency and transfer ambulance systems in countries such as the Republic of Trinidad and Tobago, St Kitts, and Cuba. These initiatives were comprehensive, encompassing turn-key solutions that involved training local paramedics, drivers, dispatchers, fleet managers, and operations personnel and exemplifies Keith's commitment to sustainable and impactful ventures in global emergency health care.

As an active community member Keith is an investor and Director of Business for the Yarmouth Mariners Jr A hockey club, and has previously served as President of the Yarmouth Chamber of Commerce. He has lent his expertise to numerous boards and committees including: Chair of the Yarmouth Airport Commission, Nova Scotia Trade Council, Taskforce Southwest. Additionally, Keith has contributed his leadership to the Board of Governors of the IWK, Dalhousie Institute of Health Outcomes, NOVAcorp, and as chair of The Nova Scotia Ferry Partnership.

Keith's contributions have been recognized with several prestigious honours, including an Honorary Doctor of Laws degree from Dalhousie University, the Canadian Governor General's Queen Elizabeth II Diamond Jubilee Medal, and Order of the Blue Star of Jordan (Al Kawkab) from King Hussein of Jordan. Keith has also been a two-time finalist of the Ernst & Young Entrepreneur of the Year award, Tri-Star received the export Achievement Award 9 times and is a past recipient of the Yarmouth Chamber of Commerce Business Person of the Year award.

**NOVA SCOTIA
BUSINESS
LAUREATES**