



## NATASHA FERGUSON

### Labour

Natasha “Nash” Ferguson is leading the charge to bring women into the construction industry.

After experiencing sexism and racism in job interviews and on construction sites, she decided to blaze her own path. In 2018, Natasha became a general contractor and principal owner of Ethelfox Construct Group, the only full-service construction firm in Canada owned and operated by a woman. Her drive and success have since allowed her to expand her business to landscaping, demolition, roofing and electrical.

While Natasha is proud of her own successes, she deeply values opening doors for other women to be able to follow in her footsteps. She takes every possible opportunity to speak at events and in the media about her experiences, advocate for changes in the industry, and mentor and advise other women looking to get into the trades.

Most notably, she created A Women’s Work (AWW) in 2021, a non-profit organization that supports

women to find success in the trades through training, career placements and self-esteem programs. In the short two years it has been open, A Women’s Work has registered 450 women who are ready to begin their journey in trades.

In 2022, Natasha’s leadership, business savvy and ability to breakdown barriers for other women earned her recognition on the Women’s Executive Network top 100 Most Powerful Women in Canada list and with the 2023 Startup Canada Entrepreneur of the year Award.

To be a Black woman in trades is an achievement to be celebrated and learned from. Through Ethelfox Construct Group, named after her mom, Marian Ethel Osbourne, and her youngest daughter, Fox, Natasha is making skilled trades more equitable along gender and racial lines.

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