New appointments at Jersey Business

21st May 2025



Don Baladasan, Non-Executive Director of Jersey Business

Jersey Business is delighted to announce the appointment of a start-up business expert to its Board of Directors. Don Baladasan, founder of Mataxis, has worked in senior leadership roles across the healthcare, technology, manufacturing and financial sectors. He replaces Kristina Le Feuvre who has stepped down as a Non-Executive Director of Jersey Business after ten years.

Paul Murphy, CEO of Jersey Business said: **"Don's experience supporting start-ups, ambitious entrepreneurs and small and medium sized businesses will bring a diverse and flexible set of skills and experience to our small Board of Directors. It'll be exciting to see how his experience of helping small businesses grow and succeed is translated into the support framework Jersey Business provides. I also want to thank Kristina for her decade on the Board. Kristina's years in business have been crucial to ensuring that Jersey Business**

remains a guiding force and champion for the success and growth of Jersey's economy."

Jersey Business has also appointed three Senior Business Advisors, strengthening the delivery of expert advice and strategic support to Island businesses. Hélène Chesnay and Emma Veitch have joined the Business Support Team and will work on targeted engagement with the organisation's clients. Additionally, Lorie Rault, who previously served as Head of Retail, has transitioned to a Senior Business Advisor role within the Business Support Team, further strengthening the team with her depth of experience in supporting local businesses.



Hélène Chesnay

Following a career spanning 26 years in finance, Hélène brings board level experience and an understanding of the competitive environment in which companies operate. She will provide invaluable insights for Jersey businesses when navigating strategy, investment and complex financial challenges.



Emma Veitch

Emma’s background in retail and e-commerce provides the team with expertise in customer experiences and digital transformation. She created and managed the Co-operative Society’s e-commerce strategy for the Channel Islands and was involved in the development and launch of a customer experience strategy at Feelunique.com.



Lorie Rault

Lorie, who previously served as Head of Retail, has transitioned to a Senior

Business Advisor role within the Business Support Team. With her extensive experience in retail management and customer engagement, Lorie brings valuable insights and strategic expertise to the team. Her background in leading retail operations and driving customer-centric initiatives will be instrumental in supporting Jersey businesses to thrive and grow.

Jennie Smith, Head of Business Support at Jersey Business, said:

"Our Business Support Team provides the human connection to the businesses and individuals who work with us, building trust and sharing their extensive knowledge. We are therefore delighted that Hélène, Emma and Lorie have joined the team, bringing their extensive range of experience to our clients. The Business Support Team is at the heart of what we do, and we want to extend that engagement with the business community as much as we can."