

## Arnold Laurent Ponçon, CEO, Industrial Engineer by training



After the recent passing of agroforestry pioneer Clement Ponçon, Arnold and his family's companies had to face the pandemic's painful effects on the business model of a (hospitality-market focused) prefab factory. Since then, he has led a transformation by building links across industries to create a wood housing prototyping initiative, with partners in Canada, Europe, & Central American academia.

Ongoing projects range from milling to treatment tests, to the full design/build/development of a mixed farming & professional village on the Nicaraguan coast.

Arnold and his brother Erik manage complex and biodiverse working landscapes that also support an entire supply chain of coffee, cacao, timber, and other natural products. Passionate about the producers' quality of life, and proving out his father's pioneering agroforestry model, Arnold has been tireless in linking up of strategic allies during times of challenge. Canada and Nicaragua have both benefited from these alliances.

He has also served as a manager of major salvage timber harvests, built up a furniture cooperative into a turn-key resort-building factory, and recently took on leadership of his mother's charitable NicaFrance Foundation, so the family can continue her mission to build workforce housing, clinics, schools, seedling nurseries, and wood science labs that continue to bring multiple benefits to local producer communities.