



Company and spokesperson background

Background for journalists covering the Kingston Preview of The Memorial Collective.

About The Memorial Collective

The Memorial Collective brings public education, meaningful creations and connected technology together to expand choices for families and strengthen the funeral professionals who guide them. Based in Kingston, its work spans memorial art, remembrance products, digital experiences and tools being developed for funeral service. The team includes people who helped build FrontRunner Professional, alongside leaders in operations, technology and creative practice.



Kevin Montroy

Founder and Visionary

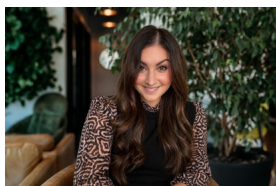
Kevin founded FrontRunner Professional in 1994 in his family's funeral home in Gananoque and moved the company to Kingston in 2002. He grew it into a funeral technology business serving professionals across North America. At The Memorial Collective, he brings his experience in funeral service, technology and entrepreneurship to public education, art, products and funeral-home partnerships.



Kelsey Barnes

Chief Executive Officer (CEO)

Kelsey is a Canadian Army veteran and operations leader with experience in large-scale manufacturing. He became CEO of The Memorial Collective in 2026. His work brings education, experiences and infrastructure together to support families and the funeral homes that serve them.



Ashley Montroy

Chief Marketing Officer (CMO)

Ashley has more than 15 years of experience in funeral-service marketing. She previously served as a partner and Chief Marketing Officer at FrontRunner Professional and held senior marketing leadership roles at Tribute Technology. At The Memorial Collective, she leads brand, public education and funeral-profession strategy.

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