

June 13, 2022

### **New President and CEO of the BC Council of Forest Industries**

I am delighted to announce the appointment of Linda Coady as President and CEO of the BC Council of Forest Industries.

Linda is a life-long strategic sustainability professional in the resources sector and is widely respected as one of the most accomplished ESG executives in the country. While she is joining us from her role as Executive Director at the Pembina Institute, an independent Canadian think tank on energy and climate policies, she has deep roots in the forest sector, having started her impressive career path at COFI where she was Senior Manager of Public Affairs from 1981-1993.

After leaving COFI, Linda joined MacMillan Bloedel as Vice President, Environmental Affairs where, working with the Chief Forester, she led the engagement with stakeholders during the challenging Clayoquot Sound protests, eventually leading to resolution. When Mac Blo was acquired by Weyerhaeuser, Linda stayed on to manage the environment and regulatory files for the Company's Coastal region, leading the company through another very significant set of issues in the central and mid-coast.

In 2003, Linda was ready for a change and was approached by the World Wildlife Federation to join their team and establish their office in Vancouver. Then in 2005, Linda was invited to join the Vancouver Organizing Committee for the 2010 Winter Olympics to lead the sustainability strategy for the Games, a key differentiating element for the 2010 Olympics.

At the conclusion of the 2010 Games, Linda taught at the Sauder School of Business at UBC and consulted for a period before going back to industry and working for Enbridge as the company's first ever Chief Sustainability Officer. She spent 6 years in this role advancing business strategies to meet new social, economic and environmental challenges in the energy sector. She was then recruited to the Pembina Institute to support policies that can accelerate decarbonization and diversification of Canada's energy economy.

Linda brings deep experience, a balanced, collaborative approach, and a pragmatic commitment to finding inclusive and competitive solutions – a hallmark of a unique career path that has allowed her to see issues from many sides. With Linda's leadership, together with the efforts of our talented COFI team, I believe we have just the right group to lead COFI's important work at this time, advocating for this industry that makes life better for British Columbians, enhancing our partnerships with indigenous communities and showcasing the important role that low carbon BC forest products can play as part of the climate solution.

I know you will all join me in welcoming Linda back to COFI and wishing her well as she takes up her new role on July 18<sup>th</sup>.

As we make this transition, I want to again thank Susan Yurkovich for her outstanding leadership over the last seven years. During a complex time, she has represented our industry and our interests with

exceptional skill on both the provincial and national stage and built a brand and a team we can all be proud of. I also want to thank her personally for all that she has done to ensure this transition is as smooth as possible for all of us and for agreeing to our request to continue to lead the work of the BC Lumber Trade Council for the next number of months to allow more time for transition.

I know I am joined by our Board, member companies and COFI Team in expressing our sincere gratitude to Susan and wish her nothing but the best as she begins her next chapter.

Don Kayne

Chair, BC Council of Forest Industries