



**Velma McColl, *principal***

Velma McColl blends her deep understanding of business, government and policy to create opportunities for her clients. She works on a range of economic and social issues and specializes in energy, environment and green technologies.

Prior to joining Earnscliffe in 2004, Velma advised Federal Cabinet Ministers on political strategy, policy and communications. She has also worked provincially in BC and Alberta. Through her career, she has focused on Canada's competitiveness and innovation challenges, climate change, energy, technology and sustainable development. She has an interest in alternate dispute resolution and has worked to find creative solutions across federal/provincial/territorial, North American and international boundaries. Her career includes success as an entrepreneur and experience working collaboratively with business, academia, think tanks, not-for-profit organizations and the public sector.

A Westerner with more than fifteen years in Ottawa, Velma studied at the University of British Columbia and the Banff School of Management. She is a co-founder of the Canadian Clean Technology Coalition and Women in GR and plays a leadership role with several organizations including Sustainable Prosperity and the Ryan's Well Foundation.