

# **Velma McColl**

**Principal at Earncliffe Strategy Group**

Ottawa, ON, CA

Velma McColl blends her deep understanding of business, government and policy to create opportunities for her clients.

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## **Biography**

Prior to joining Earncliffe in 2004, Velma advised Federal Cabinet Ministers on political strategy, policy and communications. She has also worked provincially in British Columbia and Alberta. Through her career, she has focused on Canada's competitiveness and innovation opportunities, climate change, energy, technology and sustainable development. She 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 fifteen years of experience 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. She also plays a leadership role with several organizations including Sustainable Prosperity and the Ryan's Well Foundation.

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## **Industry Expertise**

Government Relations, Public Policy, Public Relations and Communications, Program Development, Think Tanks, Corporate Leadership, International Trade and Development

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## **Areas of Expertise**

Entrepreneurship & Innovation, Sustainable Development, Technology, Energy, Climate Change, Management & Leadership, International Development, Collaborative models

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## **Affiliations**

Women in Government Relations, World of Children, Sustainable Prosperity, Ryan's Well Foundation , Loran Scholars

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## **Education**

University of British Columbia

Business

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## **Accomplishments**

**Co-Founder**

Canadian Clean Technology Coalition

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