



Judy Fairburn

Executive Advisor, Cenovus Energy

Judy is Executive Advisor at Cenovus. She's well known for driving collaborative innovation in the Canadian petroleum industry. Her current focus is on building ground-breaking partnerships with industry peers and with other sectors to enable environmental and economic progress as well as improve access to new markets for Canadian oil. Judy's previous executive and senior leadership responsibilities include strategic planning, environment, portfolio management, corporate venture capital, refining, operations and technology development.

Judy's connection to the oil sector dates back to her childhood days, living in Fort McMurray – the northern Alberta community that is now headquarters to the global-scale oil sands industry. Seeing the oil sands grow and evolve over the years has given Judy a deep perspective on the opportunities and challenges that come with oil sands development.

Her inter-connected approach to problem solving comes from being trained as a chemical engineer. In 2000, while immersed in her MBA, she came across an article by Michael Porter, called Green and Competitive. Driven by that perspective, Judy's foresight and tenacity pushed her to lead the integration of environment into Cenovus's business. She was also pivotal in the creation of Canada's Oil Sands Innovation Alliance, or COSIA – an unprecedented, CEO-championed alliance of 13 oil sands companies collaborating on technology and innovation.

Judy is in her element when she's taking on roles that never existed before. She piloted an executive-level exchange between the public and private sectors in Canada where she was the first person from the private sector to be seconded to the central policy organization of the federal government. Judy serves as the Board Chair of Alberta Innovates – Technology Futures, which enables Alberta's globally competitive and sustainable future through applied research and technology commercialization services to businesses in oil and gas, pipelines, environment, agriculture, forestry and information technology. She also continues to build bridges as a Director of the Public Policy Forum, an organization focused on tackling Canada's most complex challenges through constructive dialogue across all sectors. Judy has been named a Fellow of the Canadian Academy of Engineering and was also a recipient of Canada's 2013 Clean16 award for leadership in advancing sustainable development in Canada.

When Judy isn't busy breaking new ground in her job, she and her husband are with their two kids. Her family loves spending as much time skiing, biking or hiking in the mountains as they can.

30 seconds with Judy:

- » Favourite thing about your job: Building paradigm-shifting ventures
- » Describe who you are at work in a nutshell: Energetic, strategic, people-centred, an innovator and a builder of bridges
- » Unexpected talent: An accomplished classical pianist who has now embraced jazz