

SATYA BRATA DAS

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Satya Brata Das is a seasoned strategist and policy guru whose guidance and counsel is highly valued in the public, private and philanthropic sectors.

Satya has advised on more than 50 major files for the governments of Canada, Alberta, and municipalities. His private sector engagement ranges from start-ups to major listed firms.

Building on a distinguished career in journalism in the last quarter of the 20<sup>th</sup> century, Satya launched his advisory firm Cambridge Strategies Inc. at the turn of the millennium. His proven skills in integrating the political, economic, societal and cultural dimensions of policy challenges have brought effective results to professional and voluntary endeavours.

Satya pioneered values-based public policy, using quantitative measures of citizen values to shape public policies designed to win social license and widespread societal support.

He is a frequent commentator and public speaker in both national languages, in media and on stage. A best-selling author, his books include *Dispatches from a Borderless World* (1999); *The Best Country: Why Canada Will Lead the Future* (2002) and *Green Oil: Clean Energy for the 21<sup>st</sup> Century?* (2009).

Satya's volunteer work is deeply informed with a lifelong commitment to human rights as a way of life, and the principles of human dignity espoused by M.K. Gandhi.

HIGHLIGHTS of 2015:

1. As Chair of Edmonton Heritage Council, broadened and refined this City of Edmonton agency's work to rapidly integrate the heritages newcomers bring into a meaningful civic life; to abet the reconciliation of indigenous cultures and settler cultures; to lead the City of Edmonton's efforts to implement the Calls to Action in the report of the Truth and Reconciliation Commission.
2. Launched a grassroots citizen movement to bring not less than 5,000 UN refugees to Edmonton every year.
3. As director of a listed oil heavy oil company, led efforts to significantly reduce the environmental footprint of the firm's oil production reducing water and energy use by more than 80 per cent.
4. Assisted a Swiss firm seeking a presence in Alberta to introduce a German surface-engineering technology to the Alberta market, to reduce costs of critical infrastructure while improving durability. An initial use by City of Edmonton is scheduled for 2016.
5. Published research paper (with Prof. Ramprasad Sengupta) advocating a Commonwealth Climate Fund to abet adaptation to climate change.
6. Assisted a University of Alberta-based startup with breakthrough therapy in reversing bone loss by using nanotechnology for precision delivery of the relevant drugs.
7. Assisted a wine-importing agency in achieving more than 40 per cent sales growth in a

recessionary market in Alberta.

## LEADERSHIP

- Skilled in integrating energy, economy, and environment; federal-provincial relations; policy development; strategic planning.
- Designed and negotiated agreement (at Deputy Minister level) between Canada, Alberta and Regional Municipality of Wood Buffalo to support public investment in infrastructure to abet the development of the Athabasca oil sands; including division of roles and responsibilities among the three orders of government.
- Devised regional municipal infrastructure strategy for Alberta, foreseeing “just in time” delivery of strategic infrastructure.
- Developed concepts papers for Government of Alberta to create ART (Alberta Rapid Transit) a high-speed rail network linking major centres in the province; and Port Alberta, a network of logistics and transport hubs across the province enabling “one stop” service for exports, imports and value-added processing and manufacturing.
- Advised the Premier’s Council on Alberta’s Economic Future on building a “green future” for the province (2008-09).
- Strong network of high-level international, national and local contacts through business, professional and personal connections.
- Expert in Alberta’s ownership and stewardship of the Alberta Oil Sands.
- Assisted Alberta with northern development, immigration policy, value-added economy, risk management, international marketing, health care delivery, environmental stewardship, aboriginal policy, social policy framework.
- Assisted Canada with addressing western disaffection, diversifying Western Canadian economy, innovations in agriculture, developing effective international trade policy.
- Opinion leader and commentator on air, in print, and on podiums in both of Canada’s national languages; on all networks in Canada and on PBS and NPR in the United States.
- Developed a formal United Nations role in peace-building and post-conflict reconstruction (in the volume *Building Sustainable Peace*, edited by Andy Knight and Tom Keating, United Nations University Press), later adopted in creating the UN Peacebuilding Commission.
- Provided back-channel diplomacy between Alberta Executive Council and Privy Council Office after federal government’s adoption of Kyoto Protocol.

## FORMATION

University of Alberta: French, Political Science, Economics, English.

University of Cambridge: Nuffield Fellow, studies in international trade and aid policies.

## BOARD EXPERIENCE

1. Member of the Editorial Board, Edmonton Journal, 1984-96: development and stewardship of editorial policy and positions.
2. Vice-Chair and Trustee, Heritage Community Foundation, 2004-2010: charitable trust with enterprise value of \$43 million upon dissolution.

3. Member of the Board, Deep Well Oil & Gas, Inc., 2011 to present: listed energy company reporting to U.S. SEC and Alberta Securities Commission. Compensation Committee Chair, Audit Committee, Corporate Governance Committee.
4. Chair, Edmonton Heritage Council, 2015, and board member since 2010: agency created by City of Edmonton to unite the diverse heritages of Canadians and to reconcile indigenous cultures with settler cultures.
5. Member of the Board, Canada 2020, from 2005 to 2010: governance of organisation devoted to public-policy advocacy.
6. Member of the Board, National Youth Orchestra of Canada, 2012-2015: governance and stewardship of national arts organisation, Fundraising Committee.
7. Member of the Board, Student Vote Canada, 2006-2009: governance of charity dedicated to increasing student and youth understanding of Canadian democracy.
8. Member of the Board, John Humphrey Centre for Peace and Human Rights, 1998-2005. Founding member; governance of organisation fostering human dignity.
9. Member of the Board, NeWest Press, 1994-2003. Governance of premium Canadian publisher of award-winning literature.
10. Member of the Board, People's Movement for Human Rights Learning, 2003 to present: policy development and governance of international human rights organisation.
11. Founding member of the board, Canadians for a Civil Society.

#### TIMELINE

**January 2001-Present:** Cambridge Strategies Inc., principal of strategic advisory assisting leaders with strategy, policy, advocacy and diplomacy.

**April 1977-December 2000:** Journalist with Edmonton Journal and Southam (later CanWest) Newspapers. Canada-based foreign correspondent and national columnist; Member of the Editorial Board, Edmonton Journal (1984-1996); assistant city editor, entertainment editor, copy editor, reporter.

**September 1974-July 1976:** Reporter and copy editor; Red Deer Advocate

#### LANGUAGES

**Native-speaker proficiency:** Oriya, English, French. **Working proficiency:** Hindi, Spanish. **Working knowledge:** Bangla, Italian, Bahasa Indonesia. **Reading:** Sanskrit, Latin, Greek.

#### VOLUNTEER AND OTHER INTERESTS

- Canadian Observer, Human Security Network
- Canadian Representative, UN Conference on Human Rights, Vienna 2008
- Advisory Committee, Faculty of Arts, University of Alberta
- Advisory Committee, Campus St-Jean, University of Alberta
- National Conference of Editorial Writers, USA
- Advisory Board, Mahatma Gandhi Canadian Foundation for World Peace
- Judge National Newspaper Awards
- Judge Alberta Literary Awards
- Co-owner and manager of a French restaurant for 3 years
- Investor/partner in enotri, importer of artisanal wines from ancient Roman vineyards.

## MAJOR AWARDS

- Alberta Centennial Medal (2005)
- City of Edmonton Salute to Excellence (2001)
- The Alberta Human Rights Award (1999)
- Media Human Rights Award, League for Human Rights of B'nai Brith Canada (1998)
- Citation of Merit Editorial Writing, National Newspapers Awards (1996)
- Asia-Pacific Foundation of Canada Media Fellowship (1992)
- Nuffield Fellowship, University of Cambridge (1987)

*A detailed curriculum vita, including major projects and key achievements, is available upon request.*