

## **Michael Kerford, Vice-President**

In his current position as Vice President, Michael is responsible for ECO Canada's project and business development and provides strategic vision and leadership to a company of over 50 employees. Under Michael's direction, ECO Canada has grown its clientele base from a few thousand to over 100,000 and has evolved from a small project-based company into one of Canada's largest Sector Councils – termed “exemplary” by Government of Canada standards.

Michael's experience in strategic planning, human resource management, and product development has had a wide-reaching impact on the environmental sector in Canada. Michael has been successful in demonstrating to employers the importance of investing in their employees and designing specialized employee engagement products for their environmental companies. This not only provides a competitive advantage for companies and engenders increased employee satisfaction, but ultimately leads to increasing the quality of environmental work in Canada. Specific products Michael has developed for this sector include a certification system for recognizing the skills of environmental professionals, a nation-wide electronic job board, and the first national salary survey for the industry.

Michael is a graduate of McGill University, and has served as a Board member for not-for-profit and charitable organizations. His professional and community service achievements have gained recognition on a national level with the media, publications, and trade associations requesting him to provide commentary and perspective on a variety of issues.