

BARBARA A. SAMUELS, B.SC., M.ED., PH.D.

partner



Since 2003, Barb has been a part of Certus Strategies' fully integrated approach to engaging and consulting stakeholders. Her work assists energy project proponents achieve not just compliant, but effective engagement, consultation and resolution to stakeholder issues and concerns and includes advising on a complete approach to regulatory requirements and managing regulatory relationships in Canada and the United States.

Barb's role at Certus involves assisting industry and government organizations in conducting regulator compliant and effective stakeholder consultation. Her extensive background in planning, policy and program development, information architecture and staging large-scale national and local public consultation and mediations has helped clients in a variety of organizations achieve decisions through planning, systems design, stakeholder engagement facilitation and ADR/mediation services. Barb's experience spans clients in a wide range of industries including energy producers, national and provincial regulators, rural municipalities and cities, environment and education. She is considered an organizational change agent and has brought many innovations, processes and tools to the field of consultation, negotiations and mediation that use information effectively and turn data into knowledge.

Recognizing the importance of stakeholder consultation and the role it plays in governance of organizations, Barb has assisted clients including political leaders, presidents of colleges, governing boards, senior decision-makers in business, government departments, regulators, school trustees, municipalities, not-for-profit volunteer organizations, CEOs of corporations, and numerous oil and gas, transmission and resource industry players in weighing the influence of public participation as new policy is developed and as they are considering new strategic directions.

Barb serves on a variety of volunteer boards including a member of the Van Horne Institute for Transportation Studies as well as their Centre's Board of Information and Communications. She served as Chair of the Calgary Heritage Authority from 2003 to 2005 and as member of its Public Awareness Subcommittee. She was appointed to the National Advisory Board of British Columbia's Open Learning Agency's Credit Review Service and served as a trustee of the Calgary Zoo from 1988 to 1995 and is now a Zoo Senator. Barb is currently a member of International Association for Public Participation, the ADR Institute of Canada and the Alberta Arbitration and Mediation Society.