

"The value of science to society is only truly realized when it is communicated well; made accessible to all and moved from idea to impact."



Sally Greenwood

Vice President, Communications and Societal Engagement

Sally Greenwood brings over 25 years of experience in the non-profit, health care and social services sectors to her role as Vice President, Communications and Societal Engagement at Genome BC. An expert in strategic communications and issues management, Sally leads the organization in leveraging media and outreach. She also has deep experience in community engagement and has overseen the growth of both Genome BC's education and public engagement programs substantially since joining Genome BC in 2009. More recently Sally has assumed the oversight of Genomics and Society helping to shape the organizational strategy of Genomics, Economics, Environment, Ethics and Legal (GE3Ls) dimensions of genomics research.

Sally also has skills in organizational leadership, board and government relations which are enhanced by her skills as a communications leader. Her communications knowledge spans government and stakeholder relations, marketing communications and educational and program development. Much of her focus before joining Genome BC was in strategic change communications as she participated directly in major health care and social service reorganizations while manning the front lines during crises.

Prior to joining Genome BC, she was the Director of Communications for Community Living BC (Crown Agency). She also held senior positions with BC

Transplant and the BC Centre for Disease Control, agencies of the Provincial Health Services Authority. In this latter role, she was a key player in dealing with the public and media during high profile outbreaks such as SARS and H1N1. Before her move to the field of transplantation and public health, Sally worked for the Multiple Sclerosis Society of Canada, BC Division as the Director for Development and Communications.

She attended the University of British Columbia where she completed an undergraduate degree in English before attending Ryerson Polytechnic University in Toronto to continue with graduate studies in Journalism.

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