

"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 is a mission-driven leader with more than 30 years of experience across the non-profit, health care and social services sectors. As Vice President, Communications and Societal Engagement at Genome BC, she champions the power of genomics to improve lives and strengthen communities.

A strategist at heart, Sally elevates Genome BC's voice, credibility and public impact. She is passionate about turning scientific discovery into meaningful outcomes and helps scientists and innovators share their work in ways that resonate—always through the people and stories at its core.

Sally works closely with experts to explore the societal and policy dimensions of genomics, ensuring that progress is understood, trusted and inclusive. She is a strong advocate for youth engagement and believes a thriving STEAM ecosystem is essential to a vibrant future.

Her career began in journalism before she moved into senior communications roles at BC Transplant, the BC Centre for Disease Control and Community Living BC.

Since joining Genome BC in 2009, her portfolio has expanded to include professional education, Indigenous Relations and Initiatives, policy development and implementation, and HR leadership.

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