



Leadership Profile

Crosstaff Consulting Inc. is led by **Marc McArthur, a strategist, project development and relationship management expert in the business of clean (green) technology and sustainability**. Over the past six years Mr. McArthur has helped hundreds of companies, researchers, government agencies and other stakeholders connect strategically both publicly and behind the scenes to advance the commercialisation and deployment of clean technologies. Mr. McArthur also understands a wide variety of stakeholders. His role in economic development in Ottawa, Canada placed him at the crossroads of industry, government, research and society giving him rare access and insight into the drivers behind decision-making in each of these communities and more significantly the network and ability to convene and inspire these groups to achieve great things.

Marc sees the big picture. This helped him put Ottawa on the North American cleantech map by organising and Co-chairing the **Canadian Cleantech Summit** that assembled almost 500 experts in business, technology, finance and policy from across Canada and the US to meet and form strategies and relationships to increase Canada's competitiveness in the sector. He also co-created and sat on the Editorial Advisory Board of Impact Magazine, a national print and web publication dedicated to the cleantech sector.

Marc's leadership in the business of environmental stewardship caused him to be recognised and selected from amongst 200 accomplished applicants from around the world to be one of 18 in the **Forum of Future Leaders** – an influential group of policy, business and environmental leaders spread across the globe – participating in the **Equinox Summit Energy 2030** under the patronage of Canada's Governor General. The Forum, representing several countries around the world including Nigeria, India, China, Indonesia, Brazil and Mexico and the world renowned advisors and scientists that participated in the summit remain an important part of his network.

Marc has served as a Member of the **Steering Committee of Project 3 of Canada's National Bioproducts Program**; a five year joint initiative of the National Research Council of Canada, Agriculture and Agrifood Canada and Natural Resources Canada to develop and commercialise technologies that have a net positive environmental impact. He has also been a repeat guest lecturer to MBA students at the **Telfer School of Management**, an advisory committee member of **Algonquin College's Green Business Management, Water / Wastewater Technician and Biotechnology Technologist Programs**, as well as an organising committee member of the **3rd International IUPAC Conference on Green Chemistry**. He has represented and delivered presentations on behalf of the cleantech sector to provincial ministers, members of parliament and conference delegates in Europe and across North America and has been interviewed by CBC National, CBC Ottawa, the Ottawa Business Journal, Ottawa Technology Magazine and the Australian Broadcasting Corporation. More importantly he continues to create opportunities for those that he works with to receive even greater recognition for the work that they do.

In addition to specialised knowledge and networks in clean technology commercialisation, deployment and sustainability from a variety of stakeholder perspectives Marc brings a background in mechanical engineering and training in a variety of areas including project management, technology entrepreneurship, organisational improvement and media relations to bear on every assignment.