



April 2014

The Canadian Wood Council and Wood *WORKS!* BC are pleased to announce the appointment of Lynn Embury-Williams to the position of Executive Director, BC.

Ms. Embury-Williams will oversee the Wood *WORKS!* BC program, with a goal to expand the demand for wood products, engineered and value-added wood components and wood systems in commercial construction. A respected business leader with a deep knowledge of the wood industry and its partners, Ms. Embury-Williams holds a MBA from the University of Western Ontario and is a Registered Professional Forester.

Prior to joining Wood *WORKS!* BC, she was Chair of the NEWBuildS Board of Directors while working as a business consultant specializing in operational best practices and forest certification process development. Ms. Embury-Williams also spent more than 20 years with Canfor, with her last position being Director of Market and Business Development, where she worked to expand the Chinese construction market for B.C.'s lumber products and set up a school for builders in Shanghai.

Indeed, she has a long history of building opportunities and collaborative initiatives within the forest industry by furthering the development of wood construction in non-residential construction and working on new building systems and products. Ms. Embury-Williams will finish her five-year term as Chair of the NEWBuildS Board of Directors concurrently with assuming her new position as Executive Director of Wood *WORKS!* BC, effective immediately.

Welcome her to the Wood *WORKS!* team by sending her an email at [lembury-williams@wood-works.ca](mailto:lembury-williams@wood-works.ca)!