



BIO KEYNOTE SPEAKER
CCA ALBERTA LUNCH OF THE AMERICAS 2016



Pedro Joaquín Coldwell
Secretary of Energy
Ministry of Energy, MEXICO
(Secretaría de Energía – SENER)

Appointed Secretary of Energy by President Enrique Peña Nieto since December of 2012.

In public office, he has been in key positions since 1975. He was elected Federal Congressman in 1979 for the state of Quintana Roo, and state Governor from 1981 to 1987. From 1990 to 1993 he was appointed Secretary of Tourism, and served within the Federal Government as Chief Refugee Commissioner and Peace Commissioner in Chiapas, respectively, between 1996 and 1998. From 1998 to 2000 he was Ambassador to Cuba. He was also elected Senator from 2006 to 2012, and was Chair of the Constitutional Amendments Committee during his term.

Within the Institutional Revolutionary Party (PRI) he has an extensive political party curriculum, where he was Secretary General in 1994-95, as well as Party Chairman from 2011 to 2012 during the Presidential elections of that year.

He has a Bachelor's degree in Law and graduated with honors by the Universidad Iberoamericana in Mexico City, where he has also been a professor. He has received a series of honors and awards, including "The Polar Star" by Sweden, and the "The Branco River's Grand Cross" by Brazil.

As Secretary of Energy, Mexico's historic Energy Reform was passed in Congress, from its constitutional amendments to its secondary legislation and statutory regulations, and currently oversees its implementation as head of the national energy sector.

He has also chaired in this capacity the International Renewable Energy Agency's Assembly (IRENA) during 2014, as well as the Energy-Climate Partnership of the Americas (ECPA) and the Clean Energy Ministerial (CEM6) both in 2015.

BIOS PANELISTS
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Dr. Lourdes Melgar
Under Secretary of Hydrocarbons
Ministry of Energy, MEXICO
Secretaría de Energía – SENER

Lourdes Melgar was appointed as Mexico's Undersecretary of Electricity in 2012, Undersecretary of Hydrocarbons and a Member of Board of PEMEX in 2014.

At the Ministry of Energy she served as Assistant Secretary for International Affairs from 1998 to 2002. Also she held several positions in Mexico's Foreign Service from 1993 to 2007.

In the academic realm, she was Founding Director of the Center for Sustainability and Business at the EGADE Business School of the Monterrey Institute of Technology. Dr. Melgar has been a visiting scholar at the Woodrow Wilson Center and also at the University of Texas at Austin. She has authored several articles on energy security, on cross border hydrocarbon resources, and on the transition to a low-carbon economy. She is a member of the National Researcher System of the Mexican Council for Science and Technology (CONACYT).

Dr. Melgar is currently President of the Mexican Chapter of the International Women's Forum (IWF) and a member of the Mexican Council on Foreign Relations (COMEXI).

A graduate from Mount Holyoke College, Dr. Melgar holds a Ph.D. in Political Science from the Massachusetts Institute of Technology (MIT).



Ramón Espinasa
Lead Oil and Gas Specialist, Energy Division
Inter-American Development Bank (IADB).

Ramón Espinasa is the Lead Oil and Gas specialist at the Energy Division of the Inter-American Development Bank (IADB). For twenty years up to 1999 worked at Petróleos de Venezuela (PDVSA) where he was Chief Economist between 1992 and 1999.

Dr. Espinasa, is an Industrial Engineer from Universidad Católica Andrés Bello in Caracas (1974) and holds degrees of Ph.D. and M. Phil in Energy Economics and Economic Development from the University of Cambridge and a Master in Economic Development from the Institute of Social Studies in The Hague. At present Dr. Espinasa is Adjunct Professor at Georgetown University where he teaches two postgraduate seminars on World and Hemispheric Energy Security.



Dr. Dru Marshall
Provost and Vice President, University of Calgary

Dr. Dru Marshall is the Provost and Vice President (Academic) for the University of Calgary. Prior to joining the University of Calgary in 2011, she spent 30 years in a variety of leadership roles at the University of Alberta including as Deputy Provost. Dru is a highly regarded administrator in higher education in Canada.

Dru is also one of Canada's most respected experts in the field of exercise physiology where she focused her research program on obesity in children.

Dru has been involved at the highest level of amateur sport as a coach, trainer and physiologist. She has received "Coach of the Year" distinctions from 3M Canada, the Coaching Association of Canada and several athletic associations. She has twice been recognized as one of the most influential women in sport in Canada by the Canadian Association for the Advancement of Women in Sport and Physical Activity (CAAWS).



**Mark A. Salkeld, MBA, President & CEO
Petroleum Services Association of Canada**

President and CEO of the Petroleum Services Association of Canada (PSAC), Mark Salkeld brings over 30 years of domestic and international industry experience to the position. Over the years, Mr. Salkeld assumed progressively senior positions in maintenance, operations, human resources, training, quality control and procurement, including a variety of overseas assignments. Prior to joining PSAC, Mr. Salkeld cemented his extensive background in oilfield services as part of the senior management team of an international drilling company. His broad industry experience, combined with his MBA, gives Mr. Salkeld the combination of insight and leadership that delivers value for PSAC member companies.



Dr Harrie Vredenburg
Founder and Academic Director
Global Energy Executive MBA
University of Calgary's Haskayne School of Business

Dr Harrie Vredenburg is the founder and Academic Director of the Global Energy Executive MBA at the University of Calgary's Haskayne School of Business where he is Professor of Strategy and holds the Suncor Chair in Strategy and Sustainability. He is also an International Research Fellow at Oxford University in the UK. His research on strategy, environment and innovation is recognized in academic circles, corporations, governments and non-profits. He lectures around the world and advises industry and government and serves on the boards of directors of several private and publicly-listed international energy companies with activities in Canada, Latin America/Caribbean and Africa.

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