



**Julie Scarcella** Founder & CEO EcoSpex™

Compelling SPEAKER & THOUGHT LEADER - VISIONARY Sustainability Enabler - Creative, Passionate ENTREPRENEUR - BUSINESS DEVELOPMENT Savvy to Establish Products and Companies - Successful RELATIONSHIP Building - Manages SMALL Teams to accomplish BIG things.

Well-respected, trusted in the built environment industry, passionate, experienced specialist on sustainability, green building and materials with public and private experience in enabling affordable solutions. Successful entrepreneur, visionary and founder of a number of green building initiatives, companies and a non-profit organization. Technical built industry background, strategic planning expertise and tenacious business development savvy were instrumental in starting-up the Canadian presence of Building Research Establishment (BRE), an established international company. Key to establishing major strategic partnerships and relationships was the ability to engage the right stakeholders and develop and manage client relationships. Strong project management skills and the ability to surround herself with a strong team, conquered the operational complexities of introducing a new business to Canada. Determined to make an imprint on sustainability thinking and practice, her commitment to 'walk the talk' extends beyond her clients into the non-profit world where she a director, an active member of a number of green building committees and frequent speaker.

**Today, Julie's MAIN FOCUS is:**

- Commercializing EcoSpex™, a product she founded which has received international attention.
- Completing her MBA