



Susan Chapelle, EMBA , RMT

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UNUSUAL OPERATIONS | POLICY

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As a dynamic executive with a keen interest in transitioning into the energy or municipal infrastructure sector, I bring over 15 years of experience as an operator in establishing strategic direction and overseeing all business operations. My background encompasses both startup and well-established companies in the healthcare and economic development industries. I have a proven track record of launching and developing strategic programs to drive business growth, urban regeneration, and industry innovation, resulting in high revenue generation. Recognized as a strategic thought leader, I excel in championing organizational change and fostering collaboration to enable innovation. My expertise extends to launching and managing clinical research programs, achieving scientific breakthrough outcomes, and presenting at international conferences on topics such as healthcare, technology integration, land use, and evidence-informed policy.

Qualifications Summary

- **Healthcare technology and policy expert:** adept at implementing strategies to foster relationships, drive technological innovation, and enact leadership and financial policies that enhance community resilience and access to services.
- **Innovation Champion** can shape, adapt, and drive emerging business models, products, and services in the dynamic market and technology ecosystem. Able to manage quality management and operation systems with agility.
- **Strong People Leader:** I specialize in creating high-performing cultures that empower teams, prioritize innovation, and emphasize people and performance management. I am committed to fostering employee engagement and promoting diversity, equity, and inclusion principles.

Career Experience

Pathway Health Corporation, Location
VP of Operations Medical Services

April 2022-Dec. 2022

Steer the strategic planning and execution of all pain and cannabis clinical services across Canada to achieve high business performance and significant revenue generation. Manage profit and loss and drive core growth in Canada, including meeting or exceeding the annual and long-term strategic revenue and profit goals. Lead the development and execution of the country-wide strategic plan consisting of winning strategies and business plans.

- Spearheaded and inspired a cross-functional organization, including heads of Sales & Marketing, Commercial Excellence, and all key functions, to drive market expansion and high revenue generation.
- Advanced the development of new product offerings based on identified customer/market needs.
- Launched and developed key development strategies in close collaboration with Sales and Marketing functions to drive high-value revenue generation.
- Drove positive customer experience by ensuring reliable supply, high quality and performance of products and services offerings, and high-level pre- and post-sales customer support.
- Served as a key executive leadership team member to inform the strategic decision-making processes that impacted the entire organization.

PurMinds NeuroPharma, Toronto, Ont.
Chief Operating Officer

2021 - 2022

Established the strategic direction and headed all business operations of a new pharmaceutical corporation. Developed and executed a strategic plan to advance the company's mission and objectives. Reviewed business performance reports and financial statements to determine progress and status in attaining goals, updated objectives and plans per current conditions. Developed and monitored the annual operating budget.

- Spearheaded the building and operation of large-scale neuroscience research and development facility that delivered key products for well-established clients.
- Fostered a culture of operational excellence by streamlining workflows, enforcing personnel accountability, and promoting professional development.
- Developed and secured both Cannabis and Controlled Substances Dealers License from Health Canada, including the license for molecular pipeline assets.
- Initiated and developed Canada's first private Drosophila and IPSN laboratory with comprehensive policies and procedures. entire organization.

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- Championed Dealer's License for the study of psychedelic compounds.

Havn Life Sciences & Havn Laboratories, Vancouver, BC
CEO & President, Research, and Innovation

2020 - 2021

Steered the overall business operations of a life science company, including strategic direction establishment, licensing, and fund management. Created the company's strategy and vision with full P&L accountability to drive rapid and sustained growth and ensure execution of strategies. Set financial, performance, and growth goals and work with leaders and partner teams to measure and manage progress. Cultivated relationships with external partners and identified new business opportunities. Developed government relations to ensure full compliance with current legal requirements.

- Successfully completed the first Health Canada Section 56 for psilocybin extraction methods.
- Met aggressive deadline taking the company from private to public on CSE
- Spearheaded the fundraising efforts following the company's going public, leading to securing \$5M.
- Recognized First Canadian Woman in a CEO position in the psychedelic industry.

Pasha Brands, BC Craft Supply: Vancouver BC
Director, Government Relations and Affairs

2018 - 2020

Headed all government relations and policy development in the cannabis industry to advance the company's goals within new legal requirements. Proactively engaged with policymakers and executive stakeholders to inform the overall policy development process and ensure company feedback and goals integration. Researched and monitored market trends and forecasts to drive policy changes and amendments. Fostered trusted relationships with global leaders and cannabis cultivators to leverage industry support/ network.

- Grew the government relation function from the ground up to key policy initiatives with a high impact on small cannabis businesses and local government and facilitated access to medical products.
- Fostered trust-based relationships with key stakeholders in the local government to drive the integration of policy initiatives, land use, and infrastructure that facilitated the cannabis supply chain in the new regulatory market.
- Served as Cannabis Industry Champion to influence municipal governments in shaping land use policies that enabled the operation of small cannabis companies.
- Directed engagement with provincial and federal governments to drive the legalization of the cannabis manufacturing industry.
- Successfully transitioned the private company to a public company within an aggressive deadline.

Squamish Integrated Health, Location
Founder/CEO

1999 - 2019

Established the largest complementary healthcare employer and practice in Squamish, BC. Developed and executed the company-wide business strategy to enable incremental business growth and high revenue generation. Directed fundraising and grant-securing initiatives to sustain financial continuity. Designed and implemented a social healthcare model. Managed a team of 23+

employees, including selection, hiring, training, and performance review.

- Launched the first multidisciplinary clinic in the Sea to Sky corridor by influencing and shaping land use, leveraging strong business acumen and operational model knowledge.
- Founded and developed a healthcare startup that delivered a unique healthcare software, Janeapp.com, that enabled cross-functional charting and billing.
- Created and led the first passive, zero-waste, zero-energy clinic in Squamish, BC.
- Published first peer-reviewed mechanistic manual therapy research documented on delivered patient care services at SIH.

District of Squamish, Squamish BC
City Councilor

2011 - 2018

Elected by the local community to lead and plan all strategic development initiatives and policymaking and achieve economic growth. Capitalized on a strong network of small and large businesses, not-for-profit organizations, and community leaders to secure and maintain political leadership. Defined and implemented strategic plans and roadmaps. Managed a \$35M budget, including resource allocation and cost control.

- Served as Vice-Chair of the Housing Task Force, Board Member of the Federation of Canadian Municipalities Sustainability Conference, Chair of Public Services Committee, Chair of the Transit Committee, and Committee Member of the VAWIR.
- Revised public transportation system with School District, resulting in a 24% increase in overall ridership within three months.
- Directed marketing communications initiatives to drive public engagement and secure community support for key development programs.
- Developed and implemented a comprehensive cannabis policy facilitating dispensary licensing and fair access to cannabis.
- Implemented Healthy Community partnership with Vancouver Coastal Health, first initiative to connect health outcomes with municipal zoning.

Education

(EMBA) Executive Master of Business Administration, Simon Fraser University, Vancouver, BC,

Community Economic Development Certificate, Simon Fraser University, Vancouver, BC,

Expertise in Public Engagement Certificate, IAP2 International Association of Public Participation

Registered Massage Therapist, Sutherland-Chan School 1989- Present

Co-Investigator, Neurobiology with Dr Geoffrey Bove, University of New England

Women in Leadership Certificate, Cornell University

Business Ethics Certificate, Cornell University

Health Canada CTLS Security Cleared 2021

Lean Six Sigma University of Toronto

Excellence in Canadian Board Governance McGill University

SAP Supply Chain and Procurement S4Hanna 2024

Affiliations & Memberships

Strategic Advisor, Apex Labs, 2020 to Present

Board of Directors, BC Craft Supply 2019-2022

Board of Directors, Squamish Community Foundation, 2012 to 2015

Board of Directors, Howe Sound Woman's Centre, 2015

Vice President, Squamish Business Improvement Association, 2011

Board of Directors, Squamish Hospice Society, 2009 to 2011

2nd Vice President, Squamish Chamber of Commerce, 2009 to 2011

Awards & Recognitions

"10 Most Inspiring COOs of 2021" by Industry Era Magazine

"Businessperson of the Year" in 2018 by Squamish Chamber of Commerce

"Most Engaged Student," Executive MBA Program by Simon Fraser University

Research and Innovation

1. Bove GM, Chapelle SL, Barringar MJS, Barbe MF (2022) Manual Therapy Research Methods in Animal Models, Focusing on Soft Tissues *Frontiers in Integrated Neuroscience* <https://doi.org/10.3389/fnint.2021.802378>
2. Bove GM, Delany SP, Hobson L, Cruz GE, Harris MY, Amin M, Chapelle SL, Barbe MF. (2018) Manual therapy prevents onset of nociceptor activity, sensorimotor dysfunction, and neural fibrosis induced by a volitional repetitive task. *Journal of the International Association of Pain*. [10.1097/j.pain.0000000000001443](https://doi.org/10.1097/j.pain.0000000000001443)
3. Bove GM, Chapelle SL, Hanlon KE, Diamond MP, Mokler DJ (2017) Attenuation of postoperative adhesions using a modelled manual therapy. *PLoS ONE* 12(6): e0178407. <https://doi.org/10.1371/journal.pone.0178407>
4. Bove GM, Chapelle SL, Boyle E, Mokler DJ, Hartvigsen J. A (2016) Novel Method for Evaluating Postoperative Adhesions in Animals. *Journal of Surgical Research*.
5. Bove GM, Chapelle SL. (2012) Visceral mobilization can lyse and prevent post-surgical adhesions. *Journal of Bodywork and Movement Therapies*, 16, 76-82, DOI: 10.1016/j.jbmt.2011.02.004.
6. Chapelle SL, Bove, GM. Visceral Massage Reduces Postoperative Ileus in a Rat Model: *Journal of Bodywork and Movement Therapies* 2012. DOI: <https://doi.org/10.1016/j.jbmt.2012.05.004>
7. Bove GM, Chapelle SL. Lessons from the conference: "Highlighting Massage Therapy in Complementary and Integrative Medicine." *Journal of Bodywork and Movement Therapies*, 14: 312-314, 2010.

In addition to my professional accomplishments, I am an avid outdoor enthusiast with a passion for extreme sports, including mountain biking, paddling, and climbing. These activities reflect my adventurous spirit and resilience as I tackle challenges head-on, whether on a steep mountain trail or in a business environment. I play the violin in an orchestra, a discipline that instills in me the importance of precision, collaboration, and the pursuit of excellence. My personal and professional interests demonstrate my diverse capabilities and ability to balance strategic decision-making with intricate precision.