The Value of Innovation: From GEO to CEO
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My journey to becoming the Founder and CEO of a lithium extraction company has been influenced heavily by my foundational learning and experience as a GEO in the oil & gas and mining sectors in Western Canada. After many years, working with incredible colleagues, I learned that my skills were readily transferable to this exciting, growing sector. I have a deep interest in innovation and constantly pushed the boundaries my previous employers set, sometimes to their dismay. However, it has become increasingly apparent that as a geophysical community, if we follow along at the forefront of innovation and have a deep understanding of how energy systems interact globally, we can position ourselves adaptively for the future, building diversity and resiliency into our companies and our operations. This is the value of innovation.