

Creative.

Curious.

Collaborator.

Creator of opportunities.

Contact

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in: ca.linkedin.com/in/christinefuerthaller

Skills

Sustainability, conservation & social impact
Leadership, coaching, change management
Strategic growth & consulting
Facilitation, adult training
Program & project management
Communications, marketing
Lean, Six Sigma, continuous improvement

Languages

English French German *****

Spanish / Mandarin *** / **

Education

Environmental Education (2022), UQAM

Circular economy and sustainability strategies
(2021), Cambridge University

Master, Environmental Studies (2013),
University of Sherbrooke

Graduate diploma, Environmental
Management (2012), University of Sherbrooke

Magister (FH), Export-Oriented Management
(2005), International Management Centre,
Austria

Double Degree, International Business (2005)
Institut de Formation Internationale (École de
Commerce Supérieure de Rouen), France

MAG. (FH), DIPLÔMÉE IFI, DGE, M. Env.

Christine Fürthaller

Experienced and purpose-driven sustainability leader with 20 years of success delivering high-impact, cross-functional initiatives that align environmental stewardship with organizational value creation. Proven expertise in strategic planning, partnership development, and analysis for measurable results in biodiversity conservation, sustainability integration and risk management. A versatile leader with degrees in environmental science and international business, committed to fostering collaboration and innovation, leveraging communication and change management to address complex challenges.

Professional Achievements

Head of Growth at Whale Seeker, 2023 to present

Strategic leader working directly with the founders to drive business growth, fundraising and advance sustainability initiatives in conservation technology.

- Develop and implement strategies to scale AI-powered tools
- Forge strategic partnerships with industry, communities and other stakeholders (including TNFD, SBTN, ISO)
- Collaborate across teams to build processes, increase efficiency and nurture the mission-driven culture
- Lead sustainability integration into core processes and obtain certifications (B Corp, Solar Impulse Foundation etc.)
- Act as thought leader (communications strategy, publications, keynote speaker) to amplify impact and visibility

Senior Strategy Consultant, Sustainability at ADDERE Service-conseil, 2022 to 2023

Worked with the executive on the governance, strategy, and growth of the organization.

- Strategic partnerships and thought leadership (speaker at conferences, communication strategy)
- Coached a team of 5-10 sustainability professionals
- Empowered clients to achieve their sustainability goals through start-up support, strategic planning, and operational excellence.

Senior Program Manager, Sustainability at TELUS, 2015 to 2023

Successfully integrated sustainability and social purpose into corporate decision-making, strategic planning and operations through strategic consultation with upper management and cross-functional teams nationally and internationally. Coordinated various external consultants and academic partnerships, coached Sustainability Council, Green Team and junior team members.

- Initiated the first corporate biodiversity program, including collaboration with long-term partners to establish a baseline
- Supported revision of corporate energy and GHG reduction targets
- Influenced fleet efficiency efforts and transition to EV fleet

Projects

Outdoor friends, children's book, upcoming

Reconnecting with nature through a sensitive approach, workshops, 2022 - 2024

Volunteer work

ISO/TC 331 – Biodiversity Committee Member, 2025 - present

Joseph Henrico School governing board, 2022 - present

David Suzuki Foundation Translations, Coordinator of scientific volunteers and Cercle scientifique, 2008 - 2011

Other experiences

Product Marketing Manager at Fabasoft, Austria, 2006 to 2007

International Department Coordinator at Aifos Inmobiliarias, Spain, 2004

Assistant to the Trade Commissioner at Austrian Embassy, Spain, 2004

Export, import, sales and management at Kuehne & Nagel, Canada, 2003

Marketing & sales, travel at EV Goup, Austria, 2002

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- Lead the corporate circular economy efforts including the nationwide 90% waste diversion target including funding, standard development, audits, employee engagement (30,000 employees) and training
- Lead supply chain sustainability including risk assessments, audits, contracts, scope 3 GHG reporting, external sustainability certification
- Designed and delivered paper & packaging related policy and efficiency efforts (million-dollar savings); creation of the TELUS Trees for Paper program (200k trees)
- Launched and managed the corporate sustainability governance body and coordination of stakeholder engagement incl. materiality
- Implementation of various innovation projects in different areas of the business

Senior Process Improvement Leader at TELUS, 2012 to 2015

Empowered teams through coaching, training, and facilitation to achieve operational excellence and align with sustainability initiatives. Managed the corporate Lean Six Sigma training program, supported continuous improvement efforts, and led recruitment and onboarding initiatives.

- Established team governance and quality standards, and redesigning training programs for change agents and managers.
- Successfully led projects and programs to achieve operational excellence (several million dollars, thousands of hours of customer effort)
- Reduced TELUS' mobile network energy consumption to meet corporate sustainability goals (millions in savings)
- Internal awards for best project, team engagement, and facilitation excellence

Senior Advisor Continuous Improvement at National Bank, 2011 to 2012

Provided consultancy to senior leadership, uncovering opportunities and supporting sector-wide continuous improvement efforts. Developed, deployed, and delivered training and mentoring sessions for change agents and managers. Facilitated workshops and led improvement projects to drive operational excellence.

- Supported deployment of a Continuous Improvement Center of Expertise, crafting change management and communication strategies
- Implementing initiatives that reduced paper consumption, enhanced customer experience, and generated multimillion-dollar savings.
- Recognized as part of a finalist team in an internal recognition program.

Marketing Advisor at Desjardins, 2009 to 2011

Revamped the marketing approach for the Desjardins Immigrant Investor Program. Drove successful outcomes (print and online, promotion, and sponsorship). Collaborated with diverse partners, surveyed market trends, and managed budgets while overseeing the scholarship program, training sessions and events. Coordinated suppliers, freelancers, 1-2 employees.

Associate Director Internal Communications at Bell Canada, 2007 to 2008

Managed internal communication programs (PMO) and critical projects (distribution 40,000 employees) including surveys and focus groups. Administered the budget (\$1.5 million).

À l'attention du comité de sélection et de Sarah-Katherine Lutz, directrice générale ENvironnement JEUnesse

Objet : Candidature pour le poste de membre du conseil d'administration

Madame, Monsieur,

C'est avec enthousiasme que je soumets ma candidature pour rejoindre le conseil d'administration d'Environnement Jeunesse. Partageant votre vision du monde pour une jeune population écocitoyenne, je souhaite contribuer à la croissance et à l'impact de votre organisme grâce à mon expérience en communication, en stratégie de durabilité et en développement organisationnel.

En tant que responsable stratégique de la croissance dans une startup spécialisée en technologies d'IA de conservation marine, je travaille directement avec les fondateurs pour développer des stratégies de croissance alignées sur des objectifs de durabilité et de conservation. J'ai l'opportunité de bâtir des partenariats stratégiques avec divers acteurs du milieu, d'intégrer des objectifs environnementaux dans des processus opérationnels et de sensibiliser des publics variés grâce à des contributions publiques et éducatives. Mon parcours m'a permis de mobiliser des ressources, de rédiger des subventions et de mener des initiatives qui allient impact et performance.

Formée en gestion de l'environnement et en éducation relative à l'environnement ainsi qu'à travers mon parcours professionnel, j'ai eu l'occasion de développer des outils pédagogiques et andragogiques et des stratégies de sensibilisation afin d'inspirer à la fois les individus incluant des enfants et les organisations à agir en faveur de la durabilité.

Mon expérience en gestion de projets complexes, communication et rédaction stratégique m'a permis d'accompagner des équipes dans la création d'initiatives qui alignent les objectifs écologiques et organisationnels. Je siège également sur le conseil d'établissement d'une école primaire, enseigne l'allemand à une classe de maternelle et organise des ateliers d'éveil à la beauté de la nature pour les enfants.

Ces compétences pourraient appuyer les efforts d'Environnement Jeunesse, notamment en matière de gouvernance, de communication ou de développement de nouveaux programmes.

Ce qui me motive à rejoindre votre conseil d'administration, c'est la pertinence de votre vision d'un monde où les jeunes sont outillés pour agir dans leurs milieux et inclus dans plus de décisions afin de poser des actions concrètes pour la protection de la nature. Pour moi c'est donc une opportunité unique d'unir ma passion pour la conservation et mes compétences professionnelles pour soutenir des actions globales, mesurables et durables.

Merci d'avance et au plaisir d'avoir de vos nouvelles,

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