

# FAITH F. GOODMAN

BSc, BEd, MBA, ICD.D

Chief Executive Officer  
Goodman Sustainability Group  
2014 – Present

Founder & Board Director  
VeriStell Institute  
2020 – Present

Founder & Board Director  
Until The Last Child  
2009 – Present

Corporate Purpose, ESG & Sustainability Entrepreneur | Former Energy Sector executive (climate policy, trading, operations).

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Faith is the CEO of a global consulting firm focusing on *ESG, Corporate Purpose and Net Zero* as the new business essentials. She is at the forefront of helping firms consider that a global shift is redefining the contract between businesses and their communities from simply “being responsible” to creating real **shareholder & societal value**. ([www.goodmansustainabilitygroup.com](http://www.goodmansustainabilitygroup.com))

Faith’s deep Energy Sector 30+ years of operations experience including at Suncor Energy, provides her with a unique lens on sustainability challenges & opportunities. Faith has also led Climate policy /OECD benchmarking discussions for some of Canada’s largest energy firms, Faith understands the complexity and gravity of delivering on credible ESG in high carbon intensive, trade-exposed sectors. She understands the corporate & societal tradeoffs of remaining competitive while concurrently making meaningful and transparent progress on ESG & Corporate Purpose.

Faith is also the Founder of the NFP – the **VeriStell Institute** – a global think-tank, bringing together the world’s leading voices on corporate sustainability with a view to “mainstreaming” Corporate Purpose in the developed and developing world ([www.veristellinstitute.com](http://www.veristellinstitute.com)).

In addition, as Founder and Board Director of an award-winning registered pan Canadian Child Welfare Charity (**Until The Last Child**), Faith understands the opportunities for **Public Private Partnerships** with a view to driving societal solutions and transparent progress on the “S” in ESG. The Charity is also the winner of the RBC 2017 Social Finance award cementing her status as a trusted strategic advisor, leading social entrepreneur, and thought leader. Faith is amongst a small group of leaders globally who have co-launched a **Social Impact Bond**. Her **Social Impact** work is recognized as is her long-standing collaborations with Indigenous community leaders. [www.untilthelastchild.com](http://www.untilthelastchild.com)