



Get to know University Councillor Samantha Cheung, Sc'92, MSc'95:



Oakville, Ontario. Principal and Co-Founder Balsam Advisory Group Inc. Former Senior Executive in Investor Relations at Sagicor Financial, Intact Financial and Sagen. Former Senior Executive at CIBC World Markets. At Queen's, member of the Orientation Program as FREC leader in '89, Women in Science and Engineering, and helped establish an ethanol pilot plant at Dupuis Hall in Chemical Engineering. Current Chair of Board for the Oakville Symphony and Member of the Investment Committee for the Appleby College Foundation and Boann Social Impact. Other past volunteer boards include Women in Capital Markets and the Canadian Institute of Investor Relations.

Current term: 2024 (current candidate for second term on University Council) and Board of Trustees (3 yr term to begin June 2024)

**1. Why did you select Queen's University?**

I did not know anyone going to Queen's at the time as I completed high school in the US. I was familiar with the university as my cousin was a graduate from Queen's medicine. Honestly, it was our lovely student host who showed our family the university at a visitation day that sealed it.

**2. Most memorable moment as a student?**

Without a doubt, it was the famous grease pole! I'm happy to hear this is still a tradition.

**3. What is your job?**

I am the Principal and Co-Founder of Balsam Advisory Group Inc. We are a women-led advisory firm providing investor relations, capital markets and governance consultancy.

**4. What's the best career advice you've ever received?**

Be open and flexible. You have to be willing to take some calculated risks to get to where you want to be in your career. Be purposeful in your endeavours. Build your network. Most of my opportunities have come through my network.

**5. What's the career highlight you're most proud of?**

While I am most proud to have been a part of several initial public offerings in Canada, I am most grateful to have built a broad network of colleagues and friends along the way.

**6. How do you spend your free time?**

I like to run, ski and travel around the world with my husband and three adult children. We also have a dog Kenzo who keeps us busy. So far, I have completed 7 marathons and numerous half marathons!

### **7. What motivated you to stand for election for University Council?**

This is a critical time for the University given the economic challenges facing public educational institutions. I am a proud Queen's grad and hope to play a meaningful role in its leadership and sustainability for all students to come. Our eldest daughter is graduating from Queen's this spring and we are absolutely thrilled. As this cohort did not have a high school graduation, we are planning to make her graduation from Queen's extra special. Our middle daughter is also at Queen's and will enter her third year in the fall. I have seen first-hand the benefits of this great institution.

### **8. Your aspirations for being on University Council?**

I aspire to get involved as much as time will permit!

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