



## **JEAN-PIERRE MARTEL**

Senior Vice-President, Sustainability  
Forest Products Association of Canada

Jean-Pierre Martel joined the Forest Products Association of Canada (FPAC) in 2002, as Senior Vice President, Sustainability. In his position, he works with FPAC member companies and stakeholders on national and international forestry and environmental issues and programs. This includes FPAC's requirement to have all member companies' forest practices certified via third party audits.

From 1997 to 2002, he worked with Weyerhaeuser Company, where he played a key role in managing forestry certification, public policy and strategic environmental and commercial issues, as Manager, Strategic Issues, and Director, Forestry Certification. Prior to Weyerhaeuser, Jean-Pierre spent 13 years at FPAC (formerly the *Canadian Pulp & Paper Association*), where he progressed to Director, Forests.

Jean-Pierre holds a Bachelor of forestry (1981) and a Masters in forest management.