

Laura (Lolly) Anne de Jonge (née Goulet) Ph.D. (b.1960)

Laura was born on September 2, 1960, the Métis daughter of George R.D. Goulet, Therese “Terry” Goulet, née Boyer de la Giroday. Laura de Jonge was a Senior Project Manager, Health, Safety, Environment & Social Responsibility at Nexen Inc. Laura is a family advocate, corporate social responsibility practitioner, filmmaker, and magazine founder.



Laura Anne de Jonge at Convocation with her proud parents George and Terry

Laura is a 13th generation Canadian-Métis; a descendant of Louis Hébert and Marie Rollet; Canada’s first permanent colonial settlers. Laura earned a Masters in Environment and Management from Royal Roads University where she received the Chancellor’s Award for highest academic performance in her program as well as the Founders Award for the graduating learner in each program who exemplifies the qualities of leadership, sustainability, and personal development. Laura and her husband, Mike de Jonge, established an academic bursary at Royal Roads. In 2010, Laura was the recipient of the prestigious W.L. Mackenzie King Memorial Traveling Scholarship, and in 2011, she received a Master’s Degree in Human Development. Laura has just completed a Ph.D. in Human and Organizational Systems from Fielding Graduate University. She is also a graduate of Red Deer College, the University of Calgary and the Certificate Program in Corporate Social Responsibility at the University of Toronto.

Laura has worked with Nexen Inc. for over fifteen years. During her time as the Director, Global Business Practices she served on the Advisory Committee of the Corporate Ethics Management Council for the Conference Board of Canada in addition to serving as the Vice Chair of the Social Responsibility Working Group of the International Petroleum Industry Environmental Conservation Association (a participant of the Business Action for Energy) which included chairing the human rights task force. She has also sat on the boards of Canadian Business for Social Responsibility and the Calgary Society of Independent Filmmakers where she was also the President.

In 2004, Laura produced and directed the film *What Goes Around Comes Around* which was recognized by the Crystal Vision Awards in 2005. Laura is an outspoken advocate who supports natural pregnancy, childbirth and parenting. She played an active role in achieving recognition of midwifery as a profession in Alberta in 1992. Laura was recognized in the Alberta legislature when the funding of midwifery services was announced in 2008 in addition to being one of the donors to establish the Sandra Botting Bursary at Mount Royal University for students in the Bachelor of Midwifery degree program. In 2012, Laura and her husband Mike de Jonge, established a scholarship for Canadian students attending Fielding Graduate University.

Laura's work as a corporate social responsibility practitioner was profiled in Deb Abbey's bestselling book, *Global Profit and Global Justice, Using Your Money to Change the World*. In May 2010, Laura facilitated a presentation on the diversity of the Canadian Landscape for the Alberta Women's Science Network Operation Minerva Project—Aboriginal Girls Program for students from the Calgary Board of Education, the Catholic School System and the Siksika First Nation community. She is also the founder of *Birthing Magazine* published by Birth Unlimited.

Select Publications

Creating Shared Value: Using Social Media to Extend a Corporation's Commitment to Social Responsibility, Doctoral Dissertation (2013). (A case study of WestJet Airlines).

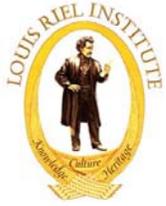
Integrity Program, Writer/Director [Training Videos] (Nexen Inc., 2008 and 2001 which was translated into three languages and shown on six continents)

Environmental, Social and Governance Considerations in Decision Making: What Are the Responsibilities of Corporate Executives? Master's Thesis (2007). Available from ProQuest Dissertations and Theses Database (UMI No. 1472137961).

What Goes Around Comes Around, Writer/Director/Producer [Short Film], A Moving Experience Inc. (2004); recognized with a Certificate of Merit by the Crystal Vision Awards (2005)

Preparing for Verification and Monitoring, with J. B. McWilliams, 17th World Petroleum Congress (Rio de Janeiro, Brazil, 2002)

Integrating Corporate Social Responsibility into a Corporate Culture, the Quest to Embed Integrity into the Workplace, With Randall G. Gossen and Garry J. Mann, Society of Petroleum Engineers (Kuala Lumpur, Malaysia, 2002) DOI: 10.2118/74059-MS.



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