

Satya Brata Das



Satya Das's mission in life is to make a difference in the world. After a successful first career as an award-winning journalist, author, and leading opinion maker, Satya co-founded Cambridge Strategies with K.J. (Ken) Chapman on Jan. 1, 2001. Their business partnership grew out of 20 years of weekly lunches, where no-holds-barred arguments were always the top item on the menu. Satya values the creativity and connections sparked by this continuing clash of ideas, and uses it to offer high-value strategic advice. Satya's significant work includes advising senior-most levels of the Government of Canada on engaging Western alienation; building a better understanding of Alberta in Ottawa and vice-versa; developing a business case for the public sector's role in the

development of the Alberta oil sands; advising the Government of Alberta on immigration, international marketing and value-added opportunities; elaborating a comprehensive Northern Development strategy for Alberta; and helping Alberta's forestry industry secure its social license from citizens. Satya's pro bono work focuses on inclusion, diversity, and community building, often viewed through the perspective of human dignity and social cohesion. Satya is fluently trilingual in English, French and Oriya; and has a working knowledge of Hindi, Bangla, Spanish and Bahasa Indonesia. His books include *Dispatches from a Borderless World* and the best-seller *The Best Country: Why Canada Will Lead the Future*□.

After collecting a shelf-full of awards and recognitions, Satya counts his life partner Mita and their two daughters as his most significant achievements.