



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 Sagcor 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?

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I did not know anyone going to Queen's at the time as I completed high school in the US. I was not familiar with the university as my cousin was a graduate from Queen's

2. Most memorable moment as a student?

Without a doubt, it was the famous grease pole!

3. What is your job?

I am the Principal and Co-Founder of Balsam Advisory Group Inc. We are wanting to grow our career. Be purposeful in your 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