



PAIGE GOFF

Vice President for Sustainability
Domtar

SCHOOL

Business Administration
Columbia College
Master of Business Administration
Winthrop University

FAVORITE PART OF THE JOB

"I enjoy taking customers on tours of forests, highlighting our certifications, and showing the entire supply chain. As a company we want to keep forests as forests for generations to come and it is rewarding to be a part of that effort."

WHY FORESTRY?

"I did not grow up in a forestry family. My mother was focused on sustainable efforts and shared her values of respecting the environment with me at a young age. After college I needed practical experience and participated in a co-op with Resolute Forest Products where I was hired as a marketing analyst."

ADVICE

"Participate in internships and co-ops. These opportunities allow students to explore different roles and gain experience."



SUSTAINABILITY EXECUTIVE

SUSTAINABILITY EXECUTIVES OVERSEE AND COMMUNICATE THE SUSTAINABILITY STRATEGY AND MESSAGE TO DIVERSE STAKEHOLDERS.

RESPONSIBILITIES

- Direct the sustainability communications strategy, which includes the following:
 - Develop detailed marketing content that highlights corporate social responsibility and boosts audience engagement
 - Build and maintain relationships between non-government organizations, customers, board of directors, various advocacy groups, and the general public
 - Anticipate customer needs and resolve concerns
 - Serve as a spokesperson

EDUCATION AND EXPERIENCE

- Bachelors degree in a preferred field
 - MBA or advanced degrees needed for executive roles
- Experience can be beneficial but not necessary for entry level position

AVERAGE SALARY

- Director level positions can earn \$150,000+ (reported by Greenbiz.com)
Variation in data, dependent on experience/organization

SKILLS NEEDED

- Ability to understand how diverse groups of people filter information
- Adaptable and flexible
- Confident team leader
- Creative thinking

