

Elizabeth Muir, Director of Value-Added

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“The opportunity of having a long term positive impact on both the agriculture industry and the population as a whole is quite exciting.”

Elizabeth Muir is the Director of Value-Added at AI Bio, with her main focus being Food for Health. She is passionate about improving population health through research and innovation in our agricultural and food sectors. In her present position she supports AI Bio strategies in the Quality Food for Health program and the Value Chain Sustainability program, and is implementing the research recommendations set out in “Making the Food-Health Connection, An Alberta Framework for Innovation”.

Elizabeth works collaboratively with Government of Alberta Ministries, in particular, Health and Wellness, and Agriculture and Rural Development, other Alberta Innovates Agencies, as well as with funding agencies to leverage program funds. Elizabeth manages grants, helps establish targeted calls, and represents AI Bio with respect to food for health activities (two examples are the Alberta Food for Health Awards – A Premier’s Award, and the Food and Health Entrepreneurship Workshop).

She has a Bachelor of Commerce from the University of Alberta with a major in Marketing. This academic background is combined with more than 15 years in telecommunications leading complex project teams, commercializing new products and services, and managing products and portfolios. Elizabeth’s background in commercialization is helpful as we continue to focus on applying research knowledge into new innovative products and services.