

FOR IMMEDIATE RELEASE

## RPC CEO Named Chairman of Genome Atlantic

June 17, 2013, Fredericton, NB - Eric Cook, P.Eng., has been appointed Chairman of the Board of Directors for Genome Atlantic.

Eric is the Executive Director and CEO of the Research and Productivity Council (RPC), New Brunswick's provincial research organization (PRO). RPC offers contract research & development, and technical services working with over 1000 clients from 30 countries annually.

Eric's career includes 25 years of leadership in the application of science and technology in sectors including advanced manufacturing, space science, environment, mining and energy. He has participated in innovation initiatives for all three levels of government. Eric is active on a number of boards and has recently served on the Council of Canadian Academies' (CCA) Expert Panel on the State of Science and Technology in Canada and the CCA Expert Panel on the State of Industrial Research and Development in Canada.

Eric's education includes a bachelor of science in mechanical engineering and a masters of business administration, a combination that has served him well in applying science and technology to create value for business.

Cook noted, "I'm honoured to be asked to serve in this role. Genomics is an enabling technology that has already had positive impacts in health care, aquaculture, agriculture, and forestry and holds promise for many other life science applications including mining, energy, and the environment."

Genome Atlantic is a catalyst for gene discovery that represents opportunities and addresses problems in our region. To date, Genome Atlantic has helped to generate over \$70 million in large scale gene research in the region. Genome Atlantic facilitates the formation and funding of project teams including accessing the major funder for most projects, Genome Canada.

Cook is encouraged by the potential of Genome Canada's recently announced Genomic Applications Partnership Program (GAPP). "The GAPP program focuses on research projects that pursue commercial opportunities and solve industry problems. I refer to this as market-led research, an area where Canada has enormous potential."

To learn more about Genome Atlantic, GAPP, and how genomics can impact your industry, see: <http://www.genomeatlantic.ca/>

### About RPC

RPC has a number of life science success stories including:

- Development of a DNA-based traceability technology that provides egg to plate traceability for cultured Atlantic Salmon
- Collected, identified and developed a database of 2000 marine bacteria leading to several probiotic applications
- Development of an ISO 17025 accredited human DNA paternity and relationship testing service ([www.rpcgenetics.com](http://www.rpcgenetics.com))
- First lab in North America to be ISO 17025 accredited for wildlife forensics utilizing DNA for the prosecution of poachers
- World-class fish health research and diagnostics with several breakthrough technologies and discoveries for the aquaculture industry
- Developed, tested, piloted and deployed numerous bioleaching solutions for mineral extraction projects
- Completed several bioremediation and biofuel research projects

To learn more about RPC, visit [www.rpc.ca](http://www.rpc.ca) and view our Impact Movie at: <http://www.rpc.ca/ImpactMovie>

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