



Spatial Data Warehouse Ltd. Announce New Executive Director

April 29, 2013 – Spatial Data Warehouse Ltd. (SDW) is pleased to introduce Erik Holmlund as its new Executive Director. The Board of Directors is excited to have Erik on board to lead the organization, execute the SDW Strategic Plan and to identify and capitalize on new opportunities that exist for one of the most successful P3 organizations in Alberta.

In Erik's role as Executive Director, he will be responsible for building the relationships between SDW and its stakeholders, including the key partnerships with the Government of Alberta and AltaLIS. To this end he will develop accountabilities, provide financial oversight and implement project metrics to strengthen SDW's sustainability and its ability to meet the mandate that SDW has with all its stakeholders and the people of Alberta.

Erik reports to a Board of Directors that reflects the needs of the province of Alberta and its industries. The SDW Board includes representatives from;

- Government of Alberta,
- Alberta Association of Municipal Districts and Counties,
- Alberta Urban Municipalities Association,
- Alberta Forest Products Association,
- Canadian Association of Petroleum Producers,
- Alberta Chamber of Resources,
- Fortis Alberta,
- ATCO Electric,
- ATCO Gas,
- Telus, and
- Alberta One Call.

A diverse background in management, business development and technology makes Erik an excellent fit in this newly created role. He comes to SDW from XEA Services Corp., where he held the role of Vice President, Business Development and was responsible for new SME business in the mobile, geospatial and web technology space. Previous to that Erik spent 12 years at Focus Corporation in geomatics, information technology, business development and land management in Canada, Africa and Papua New Guinea.

Erik is a lifelong Albertan and has a B.Sc. in Environmental and Conservation Sciences from the University of Alberta and an M.Eng. in Geomatics from the University of New Brunswick. He sits on the Board of Directors for the Terra Centre and is active in his community coaching hockey and soccer. Erik and his wife, Ashley Robertson, have three children; Zach, Dania and Callie.

About Spatial Data Warehouse Ltd.

Spatial Data Warehouse Ltd. (SDW) is an Alberta-registered, not-for-profit company created on June 25, 1996 to take over and fund digital mapping activities that were previously undertaken and funded by the Government of Alberta. It has proven to be one of the most successful P3 (Private Public Partnership) initiatives within the Province of Alberta.