

Meet Our Leadership Team



Sue Paish, Chief Executive Officer

As CEO of DIGITAL, Sue leads a portfolio of digital innovation and capacity-building initiatives that since its inception in 2018, has accelerated the production of over 730+ Canadian IP assets, garnered over \$1.4 billion in follow-on investment in Canadian companies, facilitated over 34,000 jobs created, and driven \$4.2 billion in five-year incremental revenue for Canadian companies. By accelerating digital transformation in the health, natural resources, and skilling sectors through the development and adoption of Canadian-made digital technologies, DIGITAL is supporting the creation of world-leading solutions that advance human health, improve environmental health, and create a skilled workforce for the digital world.

Prior to leading DIGITAL, Sue held leadership roles in major Canadian organizations, including as CEO of LifeLabs, Canada's largest diagnostic lab, where she led significant growth and technological advancements across Canada's diagnostic sector. As CEO of Pharmasave, Sue oversaw the delivery of some of the first online access tools for medication management and as the first woman Managing Partner of Fasken Vancouver, Sue spearheaded the merger of three leading Canadian law firms into a leading pan-Canadian firm.

Sue serves on the boards of Stemcell Technologies (Advisory Board), Nexus Energy (Chair of HR Committee), Business Council of British Columbia Executive Committee, and Greater Vancouver Board of Trade as Chair of the Council of Governors, and Own the Podium. She has previously served on the Boards of CORIX Water Systems (Board Chair), Canadian Tire, LifeLabs, Pharmasave National, Northland Properties, and others.

Sue has been recognized for her community contributions, receiving the Order of British Columbia, King's Counsel, an Honorary Doctorate of Technology, the Influential Women in Business Lifetime Achievement Award, the YWCA Women of Distinction Award, and the Peter Lougheed Award for Public Policy. Sue's greatest joy is spending time in Canada's wilderness with her husband, daughters, granddaughters and grandson.



Elysa Darling, Chief Operating Officer

Elysa is the Chief Operating Officer at DIGITAL, where she leads Operations and Public Affairs, spanning marketing and communications, partnerships, and government relations. Her work focuses on helping Canadian technology companies scale and compete globally through strategic execution and cross-sector collaboration. She is known for navigating complex, multi-stakeholder environments and driving initiatives that unlock capital, build deep relationships, and accelerate innovation.

Previously, Elysa served as Director of Communications and Director of Government and Public Affairs at DIGITAL, where she led the successful effort to secure a \$750 million reinvestment in the Global Innovation Clusters Program through Budget 2022, mobilizing federal support to expand commercialization pathways for Canadian tech companies.

Her background includes practicing law in the First Nations corporate commercial group at a leading regional firm, advising Indigenous businesses on governance and growth. She also co-developed and taught the Indigenous Business Law course at the University of Calgary Faculty of Law. Prior to joining DIGITAL, Elysa was a Senior Communications Consultant at a tech-focused public affairs firm, supporting innovation-driven clients in engaging policymakers and scaling their impact.

Elysa was recognized with the Peak Emerging Leader Award in 2023 and named one of Toast & BetaKit's Top 25 Women in Tech in 2025. She also serves on several local community boards, contributing her expertise to initiatives that strengthen regional innovation and inclusion.



Nadia Shaikh-Naeem , Vice President, Programs

Nadia Shaikh-Naeem is Vice President of Programs at DIGITAL, where she leads one of Canada's largest innovation portfolios, overseeing more than \$780 million in strategic investments across artificial intelligence, sustainable industry, digital health, and workforce transformation. She drives program strategy, investment execution, and portfolio performance, ensuring initiatives turn national priorities into commercially viable solutions that strengthen Canada's innovation capacity and global competitiveness. Under her leadership, DIGITAL has become one of the country's most effective innovation platforms, leveraging \$324 million in public funding to generate over \$4 billion in GDP, representing a 12 times return on investment.



Nadia is a recognized leader in responsible technology and digital transformation. She works across industry, government, and academia to enable the adoption and commercialization of emerging technologies while advancing Canadian intellectual property and long-term economic growth. She believes that technology, when deployed responsibly and meaningfully, can create measurable social impact and improve outcomes for communities and industries. She is a frequent speaker and moderator on responsible AI, commercialization, and Canada's innovation ecosystem, contributing to national and global conversations on the future of technology.

Prior to joining DIGITAL, Nadia held senior consulting and operational leadership roles delivering enterprise transformation, data governance, and large-scale technology-enabled programs across North America, Europe, and Asia. Her work included launching financial institutions, implementing enterprise systems, leading complex change initiatives, and managing multimillion-dollar portfolios. She also co-founded a mobile technology startup focused on cross-cultural learning, where she led product development and operational strategy.

Nadia holds a Bachelor of Engineering in Computer Engineering from McGill University and a Master of Education in Adult Literacy and Global Change from the University of British Columbia and is a certified Project Management Professional through the Project Management Institute. She brings a multidisciplinary perspective that integrates technology, governance, and human-centered design to advance innovation that is both transformative and responsible.

In addition to her professional work, Nadia is an active community contributor and mentor, supporting initiatives that strengthen communities, expand access to opportunity, and foster inclusive environments.