



Jeff Edwards is the Assistant Vice President Market Strategy and Demand Management at Canadian Pacific. He has responsibility for Asset Distribution, Transload Operations, Industrial Development, Supply Chain Optimization, Fuel and Market Strategy. Within this role, Jeff is charged with Supply Chain Optimization through the distribution of railcars, setting Market strategies and developing a world class Transload network. Jeff began his career at CP in 2001, and has worked in Finance, Operations and Commercial.

Jeff has a Bachelor's degree in Economics from the University of Western Ontario, and holds an MBA from the University of Calgary. Jeff is a CFA Charter holder and started his career at CP on the Financial Analysis team prior to moving into a role in Car Management. He has spent time in Service Design, as a Train Master in Edmonton, as the Manager of Investor Relations and was the Director of Sales for Intermodal. Prior to his current role, Jeff was in charge of the Operations Center in Calgary.