SPECIAL SERIES

BREAKING GROUND

A Spotlight on Six Women in Canada's Environmental Industry

JENNA ALLAN

FROM THE OIL PATCH TO ENTREPRENEURIAL LEADERSHIP

Jenna's practical field experience shaped the confidence and vision that led to co-founding EnVision.

Jenna Allan's path into the environmental industry began with a love of nature and a childhood shaped by environmental awareness. Growing up in Prince Edward County, Ontario, in the 1990s, she absorbed the era's ubiquitous messages around pollution, recycling, and stewardship. Her Scottish immigrant parents and grandparents were resourceful and deeply connected to the land, reinforcing those values.

Career Path

Strong in science and math, Jenna naturally gravitated toward environmental sciences and engineering programs at the University of Western Ontario, where she completed her undergraduate degree in chemical engineering before earning dual master's degrees in green and environmental engineering and environmental sustainability.

After completing her studies, Jenna headed west to Fort St. John, B.C., joining SNC Lavalin in the oil patch. There she gained experience in client management, project management, proposals, and eventually field work. She relished the investigative nature of the job but eventually found the work repetitive and felt the pull of family back in southern Ontario. Returning home prompted her to reconsider her career direction. When she applied for a role in environmental consulting, she was hired by SPL, later acquired by WSP, which was a turning point that opened the door to a new chapter.

At WSP, Jenna spent six years building a strong foundation in consulting, working first as a Project Manager and later rotating through a variety of roles that exposed her to the full scope of environmental work. Field work in Ontario differed from her B.C. experience, offering new learning curves and accelerating her professional growth. She received her P.Eng. license in Ontario and quickly became known for her drive, problem-solving skills, and initiative. Senior management took notice, promoting her first to Team Lead and then to Director, where she managed multidisciplinary projects and teams of 15 to 100 people.

Jenna and several colleagues then chose a new direction. Together, they founded EnVision. Today, as one of the owners, she wears several hats with primary responsibilities as Director - Environment, leading four teams — Site Assessment & Remediation, Risk Assessment, Environmental Compliance, and Designated Substances. Jenna also continues to engage in project management, QPESA work, and other responsibilities essential to a growing company. She has always been driven and has never shied away from hard work, thriving on the diversity of the work at EnVision and the challenges presented. She plays an active role in shaping the company's strategic direction and remains grateful for the opportunities at WSP that prepared her for this leap.

Resilience and Determination

Throughout her career, Jenna has faced challenges common to consulting: competing for major contracts, navigating disappointments, and maintaining momentum when bids fall short. She has learned to regroup quickly, using each experience as fuel for the next opportunity. Helping her team understand that setbacks are part of the process has become an important aspect of her leadership. For Jenna, resilience means focusing on what's ahead, not what was lost, and she approaches every setback as a learning step forward.

> "Resilience means focusing on what's ahead, NOT what was lost."

If she could change anything about her journey, she wouldn't. She is proud of the path that has brought her to this point. Work–life balance can be difficult in the consulting world, but she continues to prioritize family and friends while embracing the demanding yet rewarding nature of the work. She encourages anyone considering an engineering degree to explore the various opportunities available in environmental consulting.

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Leadership, Growth, and Culture

What Jenna enjoys most is the culture she and her colleagues are building at EnVision. She excels at problem-solving, whether for clients or internal teams, and she values the collaborative effort required to deliver successful projects. Though navigating HR responsibilities can sometimes be challenging, she sees it as a crucial part of the journey toward building a strong, people-focused organization.

Her achievements are rooted in passion, determination, and a willingness to learn. Jenna isn't afraid to start from the bottom, lead by example, or take on unfamiliar responsibilities. Her confidence comes from knowing she can do every part of the job herself, allowing her to guide others with clarity and empathy.

Advice for the Next Generation

Jenna is committed to encouraging more women to enter and advance in the environmental industry. Her advice is

direct: don't wait to be invited. She believes too many people hold back unnecessarily. "Trust your voice, speak up, be confident in your abilities, take initiative, and just do it!"

> "Trust your voice, speak up, **BE CONFIDENT IN YOUR ABILITIES**, take initiative, and just do it!"

From her early days in the oil patch to her current leadership role at EnVision, Jenna's story is one of perseverance, curiosity, and a deep commitment to environmental stewardship. Her journey reflects an industry that thrives on continuous learning, collaboration, and people willing to shape its future with integrity and purpose.

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