



T. Kendal Hembroff
Associate Assistant Deputy Minister, Industry Sector
Innovation, Science and Economic Development Canada

Ms. Hembroff was appointed as Associate Assistant Deputy Minister, Industry Sector at Innovation, Science and Economic Development Canada (ISED) in April 2025 as is responsible for overseeing Canada's industrial policies across sectors of the economy to enhance sector competitiveness and resilience.

Prior to assuming this role, Ms. Hembroff held several roles at ISED including as Assistant Deputy Minister for Strategic Communications and Marketing (2023-2025) and Director General, Clean Technologies and Clean Growth Branch (2022-2023). Before joining ISED, Ms. Hembroff spent 22+ years at Global Affairs Canada (GAC) working in international trade negotiations and business development. From 2018-2022, Ms. Hembroff served as Director General for Trade Policy and Negotiations at GAC and had responsibility for overseeing the negotiation of Canada's bilateral and regional free trade agreements as well as multilateral trade policy engagement at the WTO, OECD, G20 and APEC. In this capacity, Ms. Hembroff served as Canada's Chief Negotiator for FTA negotiations with the Pacific Alliance, India, ASEAN and Ukraine. Ms. Hembroff was Deputy Chief Negotiator for CPTPP and Deputy Senior Official responsible for FTA exploratory discussions with China.

Ms. Hembroff previously served abroad as Consul and Senior Trade Commissioner at the Consulate General in Hong Kong from 2011 to 2014 and was responsible for providing support to Canadian companies in the Greater China region.

Ms. Hembroff has her Bachelor of Arts Honours in Political Studies from the University of Manitoba; and Masters of Arts in International Affairs from the Norman Paterson School of International Affairs at Carleton University.