

**Canadian Partnership for Public Policy-Oriented
Consumer Interest Research (PPOCIR)**

Workshop

Monday, December 7, 2015

**Hosted at
McGill University, Faculty of Law**

With support of the Social Sciences and Humanities Research Council

BIOS FOR SESSION PRESENTERS, MODERATORS, AND CONTRIBUTORS

André Allard

André Allard is a lawyer and, since 2009, Director of Legal Affairs at the Office de la protection du consommateur du Québec. He leads a team of lawyers and investigators responsible for the enforcement of consumer protection legislation. With his team, he leads the efforts to update the legislative frameworks for which the Office de la protection du consommateur is responsible. Mr. Allard's role at the Office de la protection du consommateur has included representing Quebec on the Consumer Measures Committee. He has also been an invited speaker at a number of forums and conferences (in Canada, the United States and Europe) covering such issues as consumer protection, electronic commerce and advertising directed at children.

Howard Deane

Howard Deane is a consumer advocate and researcher. He sits on the board of the Consumers Council of Canada, chairing their Telecommunications, Media and Internet Technologies issues committee. He is the convenor of ISO's international Working Group responsible for drafting their new standard on Online Consumer Reviews. He's a member of the Board of Governors of the Ontario College of Trades, and prior to his consumer work he spent 25 years at KPMG in a wide variety of roles from tax, to technology, to knowledge management.

Vincent Gautrais

Vincent Gautrais is a Full Professor at the Université de Montréal's Faculty of Law, as well as the director of the Centre de recherche en droit public<<http://www.crdp.umontreal.ca/>> (CRDP). On June 1st 2015, he was appointed Chairholder of the L.R. Wilson Chair in Information Technology and E-Commerce Law<<http://www.chairelrwilson.ca/en/>>. From June 1st, 2005 to May 31th, 2015, he has held the Université de Montréal Excellency Chair in Security and Internet Law<<http://www.gautrais.com/chaire>>. More information at www.gautrais.com.

Ellen Goddard

Ellen Goddard is professor in the Department of Resource Economics and Environmental Sociology at the University of Alberta. She serves as Program Leader, Research Networks for Consumer and Market Demand Policy, Agriculture and Agri-Food Canada. Her academic publications are directed to food policy. Her research includes informational dimensions of food marketing and nutrition. Among her research interests are agricultural marketing, trade and policy; Canadian consumer demand for foods; the impact of advertising and other media information on consumer demand; and organizational and market impacts of co-operatives.

Ted Graham

Ted Graham is the Innovation leader at PwC Canada where he helps to turn ideas into invoices. He is the author of the forthcoming book "The Uber of Everything" and is also founder of the South Core Innovation Hub, a collaborative group of innovation leaders from large banks, start-ups, public transportation - all of whom are looking to make a substantial impact on their companies and communities. Prior to PwC Ted was a McKinsey strategy consultant with a focus on understanding and leveraging people networks to influence the spread of ideas.

Nicki Islic

Nicki Islic is Manager, Standards, Health and Safety at CSA Group. She has been working in standards development for almost 15 years in a variety of areas ranging from social responsibility, sustainability, health informatics, community safety, and Occupational Health and Safety. Nicki works closely with the CSA Group Consumer Advisory Steering Panel (CASP), CSA Group Consumer Representative Network, and the Standards Council of Canada (SCC) Mirror Committee to the ISO Consumer Policy Committee (SMC/ISO COPOLCO). Internationally, Nicki is leading the succession planning initiative at ISO COPOLCO. Nicki was nominated to be the consumer representative on the SCC Standards Development Organization Advisory Committee (SDOAC) and is responsible for coordinating Canadian consumer perspectives, including those of the Standards Development Organizations, and representing them at SDOAC. Nicki is also the SDOAC representative on the SCC Consumer and Public Interest Committee (CPIP) and is responsible for coordinating SDOAC input and representing Canadian standards development interests at CPIP.

Michael Jenkin

Michael Jenkin is a retired senior public servant with over 36 years of experience in policy-making in the industrial policy and consumer protection fields. For some 15 years, he was head of Industry Canada's Office of Consumer Affairs when he also chaired the OECD Consumer Policy Committee (2006-2014) and co-chaired the Federal-Provincial-Territorial Consumer Measures Committee (1999 to 2014). Michael holds a BA (Hons.) in History and Politics from Trent University and a MA (Econ.) and PhD in government from the University of Manchester in the UK. He has written a number of books and articles on policy-making in the course of his career.

Sunil Johal

Sunil Johal is the Policy Director at the Mowat Centre, University of Toronto. He is frequently invited to speak about technology and policy issues at conferences and in a variety of media outlets, including the Globe and Mail, Toronto Star, CBC Radio and Television, CTV News, the

Guardian, Maclean's and the Ottawa Citizen. Previously, he was a Director with the Ontario Ministry of Economic Development and Innovation and has also held senior management and policy roles with the Cabinet Office, Ministries of Finance and Intergovernmental Affairs and federal Treasury Board Secretariat. He holds degrees from the London School of Economics, Osgoode Hall Law School and the University of Western Ontario.

Robert R. Kerton

Robert R. Kerton Robert Kerton, Professor of Economics at the University of Waterloo, is Principal Investigator for the SSHRC Partnership Development Grant and editor of the summary of the 2014 Workshop. Bob's research program addresses consumer information and consumer policy and he has been active as a consumer advocate before parliamentary and other committees. In 2004-05 he served as President of the American Council on Consumer Interests.

David Kryszajtys

David Kryszajtys is a recent graduate of the socio-legal master's program at York University. His thesis explored health supplement consumer's attitudes about the law, specifically concerning their legal issues with products and seeking an explanation for their lack of legal mobilization practices. David has an interest in consumer and health policy, and has skills in both qualitative and quantitative methodologies. He is interested in working in policy analysis and/or market research.

Marie J. Lachance

Marie J. Lachance is a full professor and Director of Undergraduate Programs in Consumer Science at Laval University. She has a B.Sc. in consumer science, an M.A. in family studies and a Ph.D in psychopedagogy. The courses she gives are socialization to consumption of young consumers, client service, consumers' behaviour and consumerism. Her research deals mainly with young consumers, especially their competence in this field.

Mathieu Lizotte

Mathieu Lizotte is a doctoral student at Laval University. Inspired by the way in which Maurice Halbwachs proposed a study of social stratification, namely through the analysis of budgets and consumption, he intends on integrating the financial patrimony in the study of various issues in connection with the material living conditions of households and social inequality. The recent availability of reliable data about the patrimony of Canadian households sheds new light on the material living conditions of households. Although poverty and wealth are generally measured strictly on the basis of income, they are only one facet of living conditions. Accordingly, new theoretical and methodological tools must be developed to incorporate the aspect of the patrimony to the analysis of material living conditions. More specifically, his doctorate's thesis will strive to explain how the indebtedness of Canadian households contributes to the inequality of assets from 1999 to 2012, on the basis of the data in the Study of Financial Security (1999, 2005, 2012).

Pascale Marceau

After having completed her studies for a Bachelor in consumer science at Laval University, Pascale Marceau discovered her intense interest for research. Now doing her Master's in the same discipline, she is most interested in the assessment of public communication campaigns for the home management of residual materials.

Matthew McManus

Matthew McManus is a PhD Candidate in Socio-Legal Studies at York University, working on a dissertation under the supervision of Dr. Lesley Jacobs. His research focus on democratic and egalitarian approaches to human rights, socio-legal theory, and governance practices. Matt has a Bachelors in Public Affairs and Policy Management from Carleton University and an L.L.M in International Human Rights Law from the National University of Ireland (Galway).

Anne-Marie Monteith

Anne-Marie Monteith has been Acting Director General, Office of Consumer Affairs, Innovation, Science and Economic Development Canada since June 2014. Anne-Marie first joined Industry Canada in 2005. Prior to her current position, Anne-Marie worked as a Director in three different areas of the department: Copyright and Trademark Policy, Intelligence and Outreach in the Economic Research and Policy Analysis Branch, and Federal Science and Technology. Before joining the department, Anne-Marie worked at the Natural Sciences and Engineering Research Council (NSERC) and the Department of Foreign Affairs and International Trade, including a posting at the Canadian Embassy in Germany. Anne-Marie studied at the University of Ottawa and the University of Victoria, where she completed her Masters' degree in Physics.

Lukas Parker

Lukas Parker is a Masters Student in the Masters of Science in Management program at the Ted Rogers School of Management at Ryerson University. His research interests are primarily focused on Consumer Protection and Privacy regulation. He is currently conducting research on the cross-jurisdictional comparisons of misleading advertising, privacy, telecommunication and copyright consumer protection regimes.

Alexandre Plourde

Alexandre Plourde, attorney, has been working for several years in the field of consumer law, first as a student and then as a practicing attorney. At Option consommateurs, Mr. Plourde was more specifically involved with issues concerning the protection of privacy of consumers and he conducted research on these stakes. Among other things, he wrote the report entitled [TRANSLATION] "New Services Featured by Credit Agencies: Legitimate Use of personal information?" (2014) and the report entitled [TRANSLATION] "The Cost of Anything Free: Must There be Limits to the Gathering of Personal Information When Doing On-Line Behavioural Advertising?" (2015). He is currently conducting research on the "right to forget" in Canada and the practices of private companies regarding the deletion of personal information on-line. Mr. Plourde obtained his law degree from the University of Montreal. He will soon be starting a Master's degree in the law of information technologies at the same university.

Jui Ramaprasad

Jui Ramaprasad is an Assistant Professor of Information Systems in the Desautels Faculty of Management at McGill University. Her research examines the impact of IT-enabled social interactions on consumption in the context of music, and the impact of such interactions on behaviour and matching outcomes in online dating. Her research has been published in the top journals in Information Systems, including *Information Systems Research*, *Management Information Systems Quarterly*, and *Management Science*.

Geneviève Saumier

Geneviève Saumier is a professor of law at McGill University. She has been at the Faculty of Law since 1996 and was Associate Dean (Academic) from 2005-08. Her research and teaching focus on dispute resolution and civil procedure, consumer law and private international law. An elected Member of the International Academy of Comparative Law and of the American Association of Private International Law, she has been a member of the board of the Office de la protection du consommateur since 2012. She will be general co-rapporteur for the 2016 Montevideo meeting of the IACL on enforcement of consumer law.

Kernaghan Webb

Dr. Kernaghan Webb is an Associate Professor of Law and Business in the Ted Rogers School of Management at Ryerson University, and is the Director of the Ryerson Institute for the Study of Corporate Social Responsibility. He is on the board or acts as an advisor to a range of government, private sector and civil society organizations on regulatory and CSR issues. He has chaired several ISO international standard working groups and in 2012, he was awarded the National Award of Excellence by the Standards Council of Canada for his standards work. Dr. Webb has published extensively on regulatory and CSR issues, and his work on regulatory offences has been cited and followed by the Supreme Court of Canada.

Ken Whitehurst

Ken Whitehurst has served as Director of Research and Communications and then Executive Director of the Consumers Council of Canada since 2008. He has 30 years of senior-level general and project management experience in consumer representation and research; news media; sales, marketing and regulated disclosure communications; business information systems; management consulting; and financial services. He has served as manager for Canada of news agency United Press International, vice president and general manager of broadcast news network Standard Broadcast News, director of media services for Global Strategy Financial Inc., and editor-in-chief of Metroland North Media.