



Annual Conference

CONNECTIONS, CONTENT AND CONSUMERS: TOWARDS A NATIONAL DIGITAL STRATEGY FOR CANADA

SPEAKER PROFILES

MICHÈLE BECK

Director NA Enterprise and Government Sales, Telesat

Michèle Beck was appointed to the role of Director, NA Sales in December 2009 leading all sales activities in the enterprise, government, carrier and reseller markets. In March 2006, Ms. Beck returned to Telesat as the Director, Engineering responsible for all satellite service offerings including R&D, enterprise, broadband and broadcast services. Prior to that, she was V.P. Technology at the Canadian Cable Telecommunications Association where she played a significant role in bridging technology and regulation, as well as leading several companies through major technology and service deployments. Ms. Beck began her career in 1987 at Telesat, where she was involved in the early development of digital video compression, high definition television and direct to home satellite services.

Ms. Beck has extensive experience in project management, engineering, regulatory affairs, strategic planning, and competitive and economic analysis. She is currently Vice-Chair of the Canadian Chapter of the International Institute of Communications (IIC), Co-chair of the Digital Television Technology Group and Chair of the Digital Audio Working Group. She has also held several positions on Boards including Director, Canadian Digital Television, Inc.; Executive Vice-President, Radio Advisory Board of Canada; Director, Society of Cable Telecommunications Engineers, Ontario Chapter; and Director, Canadian Women in Communications. Ms. Beck holds a BA Sc., Electrical Engineering from the University of Ottawa.

CHANTAL BERNIER

Assistant Privacy Commissioner of Canada

Chantal Bernier was appointed Assistant Privacy Commissioner of Canada effective December 8, 2008.

Prior to this, Ms. Bernier was Assistant Deputy Minister, Community Safety and Partnerships Branch, at Public Safety Canada. Previously, she had served as Assistant Deputy Minister, Socio-Economic Policy and Programs, at Indian and Northern Affairs Canada from 1999 to 2002, and Director of Operations, Machinery of Government Secretariat, at the Privy Council Office from 1998 to 1999.

Ms. Bernier is a lawyer who started her career in the federal government in the Department of Justice Canada. She holds a Bachelor of Civil Law from the University of Sherbrooke and a Masters in Public International Law from the London School of Economics and Political Science.

SUZANNE BLACKWELL
President, Giganomics Consulting

Suzanne Blackwell is president of her consulting firm, Giganomics Consulting Inc., based in Ottawa. Her firm provides strategic advice on policy and regulatory issues in the Canadian communications industry. She has appeared as an expert witness at CRTC hearings on matters related to telecommunications, Internet and broadcast distribution.

In 2009, Ms. Blackwell co-authored the report "Lagging or leading? The state of Canada's broadband infrastructure," with Mark Goldberg. The report brings a Canadian perspective to numerous international comparisons of broadband performance.

Prior to starting her consulting firm, she worked at the CCTA as Vice-President, Telecommunications and Economics, where she was responsible for telecommunications issues and providing economic and competitive market analysis for CCTA and its membership.

Ms. Blackwell previously served as Senior Manager, Regulatory Policy at AT&T Canada Long Distance. She started her career in regulatory economics working with the Telecommunications Branch of the CRTC from 1988 to 1996. During that time she was involved with a number of files including long distance competition, rate regulation and broadband investment.

Ms. Blackwell holds a Bachelor of Arts (Honours) in Economics from the University of King's College and a Master of Arts in Economics from Dalhousie University.

SASHA BOERSMA
Senior Business Manager, Interactive, marbledmedia

Sasha Boersma is an experienced Business Analyst and Gemini-nominated Producer in the interactive and digital media sector.

As Senior Business Manager for marbledmedia interactive, she develops business plans incorporating potential revenue opportunities, manages budgets for the company's interactive projects, and advises marbledmedia's distribution arm, Distribution360, on interactive monetization and distribution strategies. Additional duties include management of WGC and ACTRA requirements for digital media productions, production cash flows, policy advising, scope and expectations management, production forecasting, and statistical analysis.

Previously, Ms. Boersma was Supervising Producer, marbledmedia interactive where she managed the interactive production slate and oversaw the integration of the interactive production unit with other areas of the company, including television production, post production, marketing and development.

Ms. Boersma worked as a Program Manager for the Bell Broadcast and New Media Fund & Independent Production Fund, managing the day-to-day administration of over 10 different programs for content producers in both digital media and dramatic television production.

Collectively, these experiences provided her with first-hand insight into the Canadian investment landscape for digital media and television productions, the business development opportunities for content, and the legal obligations of digital media producers when doing business on new platforms.

Ms. Boersma is a graduate of Marketing Management (2008) and Radio and Television Arts (BA, 2002) at Ryerson University. She is an instructor at Centennial College (Children's Entertainment, Post-Graduate Certificate) and has been a speaker at a number of professional training events and initiatives for organizations such as: Interactive Ontario, Women in Film and Television, Alliance for Children and Television, and the Canadian Human Resources Council. She has also been a participant in various program and administration consultations for government and private funds.

NORM BOLEN

President and CEO, Canadian Media Production Association

Norm Bolen is currently the President and CEO of the Canadian Media Production Association (CMPA) formerly the Canadian Film and Television Production Association (CFTPA), based in Ottawa. The CMPA represents Canada's independent film, television and interactive producers.

Mr. Bolen is the former Executive Vice President, Content, for Alliance Atlantis Communications. At Alliance Atlantis he had overall programming responsibility for 13 Canadian specialty networks: Showcase, History Television, Slice, HGTV, Food Network Canada, BBC Canada, BBC Kids, Discovery Health Channel, National Geographic Channel, Independent Film Channel, Showcase Action, Showcase Diva and Fine Living Television. He was also responsible for Alliance Atlantis' web based and emerging new media content and all broadcast operations.

Prior to joining Alliance Atlantis in 1997, Mr. Bolen spent 21 years at the Canadian Broadcasting Corporation (CBC) as a journalist and executive. In his last position at the CBC, he was the head of Network Television Current Affairs. In that role, he had overall responsibility for CBC Television's Documentary Department.

Mr. Bolen is a current Board member and past Chair of the Banff World Television Festival and the Hot Docs International Documentary Festival, a Director of the National Screen Institute and a Director of the ACTRA Fraternal Benefit Society. Until recently, he was also a Director of mDialog, a web-based high-resolution video distribution platform that's optimized for the iPhone.

KEN CAMPBELL

Chief Executive Officer, WIND Mobile

Ken Campbell has 20 years of Canadian and international experience in the telecommunications industry. He has worked with operators throughout the world including Australia, the Baltics, Egypt, France and the United States.

Prior to his appointment as Chief Executive Officer of Globalive Wireless, Mr. Campbell was Chief Executive Officer of Bite Group, the Vodafone partner network in Lithuania and Latvia. From 2004 to 2007, he served as Chief Marketing Officer of Vodafone Romania and was a member of the Marketing

Board in the Vodafone Group. Mr. Campbell joined Telesystem International Wireless (TIW) in 2004 and remained with the company after the acquisition by Vodafone in 2005.

While at Vodafone Romania, he drove top line growth making Vodafone the fastest growing operator in the Romanian market. During his tenure, he also oversaw the successful rebranding of Connex to Vodafone.

Mr. Campbell previously served in executive leadership roles for Tunisian operator, Tunisiana and Egyptian operator, Mobinil. From 1994 to 1999, he was with the management consultancy, A.T. Kearney, based in Washington, DC.

Mr. Campbell holds a Masters in Business Administration from London Business School in London, UK and a Bachelor of Arts (Honours Economics) from Carleton University in Ottawa.

THE HONOURABLE TONY CLEMENT

Minister of Industry

Parry Sound–Muskoka (Ontario)

Tony Clement was re-elected to the House of Commons in 2008, representing the Northern Ontario constituency of Parry Sound–Muskoka. On October 30, 2008, he was appointed Minister of Industry, with responsibilities for competitiveness, innovation, sectoral strategies, and economic development in Northern Ontario. He currently chairs the Cabinet Committee on Economic Growth and Long-term Prosperity, and sits on the Cabinet Committee on Priorities and Planning.

Mr. Clement was first elected to Parliament in 2006 and was appointed Minister of Health and Minister responsible for FedNor. Prior to this, he was a member of Ontario's provincial legislature from 1995 to 2003. In 1997, Mr. Clement was appointed Minister of Transportation of Ontario. In 1999, he became Minister of the Environment and, later, Minister of Municipal Affairs and Housing. In 2001, he was appointed Minister of Health and Long-Term Care and, during this time, provided leadership for the country during the SARS outbreak.

Prior to his election to Parliament, he was counsel to a national law firm, a Visiting Fellow at the University of Toronto's Faculty of Law, and a small business owner.

On February 3, 2007, Mr. Clement was awarded the Courage in Public Policy Award from the Canadian Cancer Society and the National Cancer Institute of Canada. The award was given to him to recognize his leadership in supporting the Canadian Partnership Against Cancer Corporation. Mr. Clement holds a Bachelor of Arts in political science and a law degree from the University of Toronto.

PHILIPPE COSTE

Minister Counsellor for Economic Affairs, Embassy of France

Since 2009, Philippe Coste has served as Minister Counsellor for Economic Affairs and as Director of Economic Services for the French Embassy in Canada. Economic Services deals with the commercial exchange of goods, French investments in Canada, economic and financial matters (G8, IMF, OECD), as well as multilateral questions, such as market access, and federal legislation and regulations. In addition,

the office arranges French ministerial visits to Canada, and official meetings with federal and provincial governments.

Previously, Mr. Coste acted as Head of Mission for the Director of International Relations, in the Ministry of the Economy, Finance and Industry, after serving as economic and commercial advisor to the Director of the Office of Economic Expansion in Hong-Kong, in 2005 and 2006. He started his career in 1986 as assistant to the bureau chief in the Ministry of the Economy and Finance, and has occupied several positions as economic and commercial advisor in Brussels (1990-1993), Montreal (1993-1996), San Francisco and Los Angeles (1997-2001). He was also Head of Mission for the President of IDATE (Institute of Audiovisual and Telecommunications in Europe) from 2001 to 2003, before working as assistant permanent delegate with the French permanent delegation to the World Trade Organization (WTO) from 2003 to 2005.

Mr. Coste received a diploma from *l'École des hautes études commerciales de Paris* in 1981, and holds a licence in "mathematics of decision making" from *l'Université Paris IX Dauphine* (1981). He pursued graduate studies, and in 1983 earned a diploma in mathematical economics and econometrics from *l'Université Paris I- Panthéon Sorbonne*, as well as a Public Service diploma from *l'Institut d'études politiques de Paris*. Mr. Coste is a graduate of *l'École nationale d'administration*, majoring in « Diderot » (1986).

KEVIN CRULL

Chief Operating Officer, CTVglobemedia

Kevin Crull became Chief Operating Officer of CTVglobemedia on November 1, 2010, reporting to Ivan Fecan - President and CEO of CTVglobemedia. Upon the closing of Bell's acquisition of CTV (expected in mid-2011), Mr. Fecan will retire and Mr. Crull will assume the position of President of CTV.

Mr. Crull joined Bell Canada in February 2005 as President – Bell Residential Services (BRS), the national business unit providing Bell TV, Bell Internet and Bell Home Phone services to millions of Canadians. Under his leadership, the BRS team built industry-best businesses, including Canada's #1 Internet and online portal services, the nation's leading digital HD provider Bell TV and, most recently, Bell Fibe TV, the exciting next generation TV service delivered over the broadband fibre network.

In his five years with Bell, Mr. Crull has grown Bell TV from just 20 HD channels to an industry leading 100-plus today, while doubling revenue, increasing subscribers by a third and delivering significant profitability improvement.

Mr. Crull has over 20 years experience leading sales, marketing and operational teams, including nine years in consumer telecommunications. He was Senior Vice President of AT&T Consumer and Small Business and also served as Senior Vice President and General Manager of that company's wireless business.

He also served five years with US West as Senior Vice President of the Consumer Services Group and nine years with Nestlé SA where he advanced from an entry-level position to Division Vice President of Beverage Sales.

Mr. Crull holds a Master of Business Administration degree from the University of San Francisco and a Bachelor's degree in Marketing from Ohio State University, and has completed leadership development programs at the Dale Carnegie and Aspen institutes. He serves on the Board of Bell Aliant Regional Communications Inc. and is a strong supporter of the National Walk for Kids Help Phone.

GREGORY DALE

Chief Operating Officer, comScore

Greg Dale brings to comScore strong leadership and years of expertise in technology implementation, Internet technology, large database management as well as product design. As one of comScore's first employees, Mr. Dale played a critical role in the creation of the world's largest representative, continuously monitored consumer panel.

Prior to joining comScore, Mr. Dale served as Vice President of Client Service at Paragren Technologies, where he forged key partnerships that advanced CRM techniques with key clients such as Ameritech, Bell Canada, and Citibank.

Previously, Mr. Dale demonstrated his leadership skills in numerous positions at Information Resources, Inc., a major international research company, where he developed key client relationships by providing advanced analytical services and consumer response analyses for marketing and sales applications. This included designing and implementing new reporting and measurement methods to analyze trade promotion effectiveness for sales executives in the consumer packaged goods industry.

Mr. Dale received a B.S. in Industrial Management from Purdue University.

ELAINE DEPOW

Jungle Research and Public Affairs

Elaine Depow is the Founder of Jungle Research and Public Affairs. She has worked in the administrative arm of government, at the federal department of Environment Canada, Statistics Canada, and the Canadian Embassy in Washington DC.

Ms. Depow currently teaches political science and government relations as a faculty lecturer at McGill University and Concordia University, and is a PhD candidate in Mass (Political) Communications. Her research focuses on the media's role in American Presidential campaigns.

Ms. Depow obtained a Master's of Arts (M.A.) in Public Policy and Public Administration, and a Bachelor of Arts (B.A.) in American History and Political Science. She was the 2008-2009 recipient of the John F. Kennedy Presidential Library's research grant, and the 2009-2010 recipient of the Gerald R. Ford Presidential Library's travel research grant.

PAMELA DINSMORE

Vice President, Regulatory - Cable & Broadband, Rogers Communications

Pam Dinsmore is a lawyer and is Vice President, Regulatory, at Rogers Communications Inc. She joined Rogers Cable in 1995 as Director, Regulatory Affairs and was promoted to her current position in 1997. Prior to joining Rogers Cable, Ms. Dinsmore spent eight years at the Canadian Radio-television and Telecommunications Commission where she was first Legal Counsel, then Chief of Staff to the Chair of the CRTC.

Ms. Dinsmore is responsible for managing the regulatory relationship between Rogers and the CRTC and other federal government departments, boards and agencies, providing advice on regulatory issues to Rogers divisions. Her areas of expertise include copyright, Internet policy, television and distribution policy and regulation (CRTC), and the negotiation of municipal access agreements and agreements for access to telephone and hydro poles. She has had extensive experience in leading RCI panels of executives before the CRTC in major policy and licensing proceedings. She has also appeared before Parliamentary Committees on a number of occasions.

Ms. Dinsmore is Past Chair of the Board of Canadian Women in Communications and a number of other non-profit boards. She is currently serving on the Canadian Art Foundation's "Art Hop" Gala Committee as well as on the Curatorial Committee for the "Art with Heart" Gala Fundraiser for Casey House. She has also recently joined the Board of the Partnership for a Drug Free Canada. Within Rogers, she chairs the Rogers Women's Network.

In April 2007, Ms. Dinsmore participated in "The Judy Project", a Rotman School of Business leadership forum for executive women. She also attended "CTAM-University" at Harvard Business School in Cambridge, MA, in June 2008, a week long leadership program geared to senior cable executives across the U.S. Ms. Dinsmore holds a B.A. in Political Science and French from Middlebury College (1981) and an LLB from Osgood Hall Law School (1985). She had been a member of the Ontario bar since 1987.

MARC DUPUIS

Director General, Industry Canada

Marc Dupuis is Director General of the Engineering, Planning and Standards Branch of Industry Canada. He is responsible for regulatory planning and engineering of the radio spectrum, and telecommunication network development.

In accordance with both the *Telecommunications Act* and the *Radiocommunications Act* and Canada's international obligations, his staff of more than 150 develops technical standards and negotiates international treaties and agreements to enable the introduction of wireline and wireless technologies and services domestically.

The objective of the Spectrum, Information Technologies and Telecommunications (SITT) Sector is to contribute to economic growth and innovation in Canada through the development and use of information and communications technologies (ICTs), for the economic, social, cultural and civic benefit of all Canadians.

In previous positions at Industry Canada, Mr. Dupuis managed groups of engineers responsible for wireless systems, new technologies and satellite systems.

Before accepting a position in the federal government, he headed the Canadian office of Teledesic, a satellite company based near Seattle, Washington. Before that, he worked as an engineer with Telesat Canada. Overall, Mr. Dupuis spent 18 years in the private sector addressing all aspects of the design and implementation of satellite networks and earth stations, including regulatory issues.

Mr. Dupuis obtained his B.Sc. (Electrical Engineering) with Honours from the University of Ottawa, and is a member of the "Ordre des Ingénieurs du Québec". He has also completed the Public Administration Executive Program of Queen's School of Business.

THE HONOURABLE DIANE FINLEY
Minister of Human Resources and Skills Development
Haldimand–Norfolk (Ontario)

Diane Finley was first elected to Parliament in 2004 and re-elected in 2006 and 2008. In February 2006, she was appointed Minister of Human Resources and Social Development, and in January 2007, she was named Minister of Citizenship and Immigration.

Ms. Finley began her professional career as an administrator of the University of Western Ontario's French Immersion School. Prior to her election, she held several senior positions in both the public and private sectors encompassing health care, transportation, agricultural equipment manufacturing, printing and publishing, and aviation.

In addition, Ms. Finley has been active with a number of organizations, including the Brant Community Care Access Centre, the National Standards Committee of the Paramedic Association of Canada, the Ambulance Service Alliance of Ontario, and the Ontario Government Health Policy Advisory Council. Most recently, she has been working with the Thyroid Foundation of Canada.

Ms. Finley has a bachelor's degree in administrative studies and a master's in business administration from the University of Western Ontario.

MELISSA FRANSEN
First Secretary, High Commission of Australia

Melissa Fransen commenced her posting as First Secretary at the Australian High Commission in Ottawa, in October 2008. Prior to being posted to Ottawa, Ms. Fransen spent five years in the Department of Foreign Affairs and Trade (DFAT) in Canberra, working across a wide range of policy areas, including the consular policy section, where she managed the department's A\$9.7 million 'smartraveller' communication campaign.

Before joining DFAT, Ms. Fransen was employed at the Australian Department of Family and Community Services, where she worked on programs and communication strategies related to welfare reform and support for disadvantaged Australians. Ms. Fransen has a Bachelor of Communications and Public Policy from the University of Canberra.

RAJA KHANNA**Co-CEO, GlassBOX Television**

A seasoned digital media entrepreneur, Raja Khanna is the Co-CEO of GlassBOX Television Inc., an integrated television, broadband and mobile media company. GlassBOX owns and operates three specialty television networks, a television and online content production company, broadband portals, mobile applications and a digital advertising rep shop.

At GlassBOX, Mr. Khanna helps guide the company toward its goal of launching new cross-platform channels that capture media mind-share in the digitally-savvy consumer market.

Prior to GlassBOX, he was the Founder and CEO of Snap Media, a web and social media content company, and Co-Founder of QuickPlay Media, a leading global mobile video solutions provider. In over twelve years in the digital media industry in Canada, Mr. Khanna's companies have raised over \$70 million in venture capital and developed ground breaking content and technologies.

Mr. Khanna sits on the boards of GlassBOX, QuickPlay, Sears Canada and is the Co-Chair of the Board of the National Screen Institute, and is a regular speaker at universities and conferences across North America.

BLAIR LEVIN**Fellow, Communications and Society Program, Aspen Institute**

Blair Levin became Communications & Society Fellow with the Aspen Institute Communications and Society Program on May 10, 2010, following his departure from the Federal Communications Commission (FCC), where he served as the Executive Director of the Omnibus Broadband Initiative. In his role at the FCC, Mr. Levin oversaw the development of a National Broadband Plan, a project mandated by Congress in the *America Recovery and Reinvestment Act*. Mr. Levin rejoined the Commission in June 2009, after eight years as an analyst at Legg Mason and Stifel Nicolaus. As Barron's Magazine noted, he "has always been on top of developing trends and policy shifts in media and telecommunications ... and has proved visionary in getting out in front of many of today's headline making events."

Previously, Mr. Levin served as Chief of Staff to FCC Chairman Reed Hundt from December 1993 through October 1997. He oversaw, among other matters, the implementation of the historic 1996 *Telecommunications Reform Act*, the first spectrum auctions, the development of digital television standards, and the Commission's Internet initiative.

Prior to his position with the FCC, Mr. Levin was a partner in the North Carolina law firm of Parker, Poe, Adams and Bernstein, where he represented new communications ventures, as well as numerous local governments on public financing issues. He is a summa cum laude graduate of Yale College and Yale Law School.

BERNARD LORD

**President and CEO, Canadian Wireless Telecommunications Association
and President, IIC Canada**

Bernard Lord is President and CEO of the Canadian Wireless Telecommunications Association. He also serves as director and advisor for several corporate and non-profit organizations.

In June 1999, at the age of 33, Mr. Lord became one of Canada's youngest premiers. He led the New Brunswick Progressive Conservative Party to one of its greatest victories and served as Premier until October 2006. In 2007, he joined McCarthy Tétrault, one of Canada's largest and most respected law firms, as senior counsel.

Mr. Lord's time in office was distinguished by his balanced approach to leadership and vision, pursuing economic success and social progress while ensuring that the government lived within its means. During his two terms as Premier, New Brunswick saw the lowest unemployment rate in 30 years, a reduction in taxes each year, balanced budgets and a lower net debt.

Mr. Lord was chosen as one of *Time* magazine's top 25 New Generation of Leaders in Canada, and was awarded the title of Grand Officier de l'Ordre de la Pleiade from the International Association of Francophone Parliamentarians. He was elected four times as the Member of the New Brunswick Legislative Assembly for the district of Moncton East.

He was raised in Moncton, New Brunswick in a bilingual home. Mr. Lord holds a Bachelor's degree in social science with a major in economics, as well as a Bachelor's degree in common law from the Université de Moncton. He also received honorary doctorate degrees from the University of New Brunswick, the Université de Moncton and St-Thomas University.

ZOUHEIR MANSOURATI

Vice President, Technology Strategy, TELUS

Zouheir Mansourati joined the TELUS team in November 2006 as vice president, in Technology Strategy with a focus on developing and commercializing technology. Before joining TELUS, he was CTO and vice president, product management at Olympus Microsystems America, Inc. (OMI) with responsibility for product marketing, business development and sales. Mr. Mansourati has 20 years experience in the telecommunications industry with expertise in the areas of voice switching systems, data communications, and optical networking. Prior to joining OMI, he was president of the Jazuc Group where he was responsible for the global operations of the company. He began his career at Bell-Northern Research (BNR) where he spent 13 years and, later, helped to launch Movaz Networks.

Mr. Mansourati holds a Maîtrise ès Sciences Mathématiques from Université Pierre et Marie Curie, Paris, and M. Sc. and Ph. D. degrees in mathematics from Queen's University. He has authored numerous papers on optical networking and has been published by the Quarterly of Applied Mathematics and the Canadian Applied Mathematics Society. Mr. Mansourati is a member the American Mathematical Society and the Optical Society of America.

HELEN MCDONALD**Assistant Deputy Minister, Industry Canada**

Helen McDonald is Assistant Deputy Minister, Spectrum, Information Technologies and Telecommunications at Industry Canada. She oversees Canada's transition to a networked economy by promoting the development and use of world-class information and communications technologies for the economic, social and cultural benefit of all Canadians.

Responsibilities include the Communications Research Centre, spectrum management, advocacy and support to the ICT industry, the rural broadband program, and policies in support of electronic commerce. Ms. McDonald is also responsible for preparing Canada's digital economy strategy.

DEIRDRE MCMURDY**Vice President, Public Policy Forum**

Deirdre McMurdy has spent her career refining the art of listening.

As the first Canadian business journalist to work simultaneously on air and in print, Ms. McMurdy has interviewed – and listened to – leading CEOs and politicians from across Canada over the past 25 years.

Ms. McMurdy began her career covering Bay Street, the emergence of global financial markets and the era of CEO superstars. She occupied a front row seat for stock market meltdowns, corporate scandals, mergers and acquisitions and all the trends that have characterized business management over the years.

In 2006, she moved to Ottawa and immersed herself in a different sort of deal-making – the world of partisan political intrigue and policy-making. Using her knowledge of business, she has focused on the areas where private and public sectors diverge and intersect.

Ms. McMurdy is widely known as a national business columnist and editor for *Maclean's* magazine and columnist for *Canadian Business*. She covered business for CTV's morning program *Canada AM* for five years before starting up and co-hosting a daily business show for Global Television, *Moneywise*, with Peter Kent. She has written weekly columns for *The National Post* and syndicated business and political columns for Canwest's national newspaper chain.

She is currently a vice-president for the Public Policy Forum, an Ottawa-based think tank and she specializes in environmental policy development and its impact on business.

DANIELLE PARR**Executive Director, Entertainment Software Association of Canada**

Danielle LaBossiere Parr is the Executive Director of the Entertainment Software Association of Canada (ESAC), the national trade association serving the business and public affairs needs of companies in Canada that develop, publish and distribute computer and video games for video game consoles, handheld devices, personal computers and the Internet. The entertainment software industry currently

accounts for 247 firms and 14,000 direct jobs and thousands more in related fields across Canada. As the chief spokesperson for the video game industry in Canada, Ms. Parr also serves on the Board of Directors of the Kids Internet Safety Alliance, the Canadian Advisory Committee to the Entertainment Software Rating Board, the Canadian Anti-Counterfeiting Network, the Canadian Intellectual Property Council and the Canadian Video Game Awards.

Prior to joining ESAC, Ms. Parr worked for several years as a political aide in various provincial and federal governments, including the offices of two provincial premiers, two provincial cabinet ministers, and a federal party leader. In 2002, she was featured in Maclean's magazine as one of Canada's top 25 "Leaders of Tomorrow."

MARK PECEN

Vice President, Advanced Technology, Research In Motion Limited

Mark Pecen serves as Vice President, Advanced Technology for Research in Motion Limited (RIM), makers of the BlackBerry wireless devices, systems and services. He reports to RIM CEO and founder Mike Lazaridis and is responsible for economic and strategic assessment of advanced wireless technology investments, commercialization of applied research, strategic technology partnerships and customer collaboration on future technology deployment.

Mr. Pecen established RIM's Advanced Technology Research Centre in 2005. The centre's focus is wireless systems research, including all aspects from radio frequency hardware and antennas to core network technology and wireless-specific services. It serves as an internal incubator for technology for new products and global wireless standards. Topics include signal processing, information theory, cryptography, data compression, radio system protocols and mobility control, prototyping of hardware and software, new technology trials and audio/video codec research. The research centre also provides analysis, simulation and innovative solutions for development and production groups within RIM.

Mr. Pecen represents RIM to relevant industry and academic organizations, and serves as an advisor to Canadian government on the topic of wireless communication and radio spectrum. He holds board positions on 3G Americas, École Polytechnique, Wilfrid Laurier University School of Business & Economics, Quantum Works academic network for quantum information research, Communication Research Centre of Industry Canada.

As a veteran of the wireless industry, he is an inventor of a number of essential technologies adopted in global standards and holds more than 100 fundamental patents in areas of mobile communication, networking and computing. Mr. Pecen is a graduate of the University of Pennsylvania, Wharton School of Business and the School of Engineering and Applied Sciences.

SHUBO RAKHIT

Partner, KPMG LLP

Shubo Rakhit recently joined KPMG Corporate Finance Inc. as a Partner to lead Corporate Finance activities for the Information, Communications and Entertainment sector. He brings over 18 years of

corporate and investment banking experience and is also leading their Capital Advisory practice across Canada.

Mr. Rakhit was a Managing Director responsible for building investment banking presence for Banc of America Securities in Canada. His focus was on building trusted adviser relationships with executive management and board of directors. Selected transactions include advising the special committee to the board of Hummingbird regarding its sale to Open Text, debt financing for Reinvent Technology, senior debt and high yield issuance for Stratos Global and leverage finance for a privately owned media company.

Mr. Rakhit spent over 14 years with Canada's major bank owned dealers focusing on leverage finance, private equity, mergers & acquisitions and capital markets for media, telecom and technology companies. Selected transaction experience include advising AT&T Corporation, Call-Net Enterprises, Cogeco, Osprey Media, Alliance Atlantis and private film production company on mergers & acquisitions. He has also led and co-led capital markets issuance for the above mentioned companies, and for CHUM, Rogers Communications, Shaw Communications, TELUS, Corus Entertainment, Canwest Global, CTVglobemedia, Torstar and Research In Motion.

Mr. Rakhit is a Chartered Accountant with a Graduate degree in Public Accountancy from McGill University and a B.A. Economics and Administration from University of Western Ontario. He is also licensed as a dealing market representative with the Ontario Securities Commission.

ELIZABETH ROSCOE

Senior Vice President and National Practice Leader, Hill & Knowlton Canada

As senior vice president and national practice leader in the public affairs unit, Elizabeth Roscoe brings over 20 years of federal government relations experience to Hill & Knowlton Canada. She is an expert in broadcasting and telecommunications policy and has proven strategic communications experience to assist clients with the CRTC and other regulatory agencies. She has vast experience in the dynamic and fast paced media sector including dealing with ownership, licensing and complex policy issues.

Ms. Roscoe has experience in the private, public, and not-for-profit sectors, along with being a committed volunteer with a number of national and local charitable organizations.

Her 18 years in the communications sector allowed her to gain experience with broadcasting and telecommunications policy development, legislative reviews and CRTC proceedings. Most recently, Ms. Roscoe worked as the executive vice president for strategic and public affairs planning for the Canadian Association of Broadcasters (CAB). She was responsible for overseeing the regulatory and policy submissions to the federal government and the CRTC; managed the Association's economic and audience research initiatives, and the government relations and public profile of the Association.

Ms. Roscoe has been involved in influencing broadcasting, telecommunications, copyright and digital media policy. She led the Association's appearances before the CRTC, preparing the presentations and the panel members for regulatory proceedings. She previously worked at Shaw Communications and the Canadian Cable Television Association. Ms. Roscoe established Shaw's Ottawa office and government

relations strategies during a time of significant expansion into the broadband, satellite and programming areas.

Along with her communications sector experience, Ms. Roscoe worked as executive director of partnership development at Carleton University where she was responsible for the major gift portfolio, led the University's research unit in their collaboration with the federal government and other funding partners, as well as the University's relations with the provincial and federal government. In the federal government, she served as Chief of Staff to the Honourable Barbara McDougall and to the Honourable Michael Wilson. She worked in key government departments including Finance Canada, Privatization and Status of Women Canada.

Ms. Roscoe is a board member of the United Way of Ottawa and of the Government Relations Institute of Canada. She also sits on the National Arts Centre Board's Marketing Committee, is a member of the TELUS Community Board and a Governor of the Children's Hospital of Eastern Ontario.

SHERIDAN SCOTT

Partner, Bennett Jones LLP

Leader of the firm's competition practice, Sheridan Scott assists clients in competition matters within Canada and with competition-related public policy initiatives.

Ms. Scott was Canada's commissioner of competition from 2004 to 2009. As the head of the Competition Bureau, she administered and enforced the *Competition Act* and oversaw the development of comprehensive amendments to the *Act* that were passed in 2009. Internationally, Ms. Scott led the Bureau's participation at the International Competition Network and the Organization for Economic Cooperation and Development. She was elected chair of the ICN steering group, assuming leadership in early 2007.

Prior to her appointment with the Bureau, Ms. Scott was chief regulatory officer of Bell Canada, where she was responsible for overseeing all activities involving the Canadian Radio-television and Telecommunications Commission (CRTC), the Copyright Board and the Competition Bureau on behalf of Bell Canada. She previously held senior positions with the CBC and the CRTC and she clerked under Chief Justice Bora Laskin at the Supreme Court of Canada on the completion of her law degree.

In addition to her practice, Ms. Scott is a member of the editorial board of *Competition Law International*, the International Bar Association's journal dedicated to antitrust law and policy. She is also vice chair of the international committee of the American Bar Association's section of antitrust law.

In 2005, she was named one of Canada's 100 Most Powerful Women by the Women's Executive Network and was honored with the Distinguished Alumni Award from the University of Victoria. In 2008, she received a special recognition award from the Canadian New Media Awards for her contributions to the new media industry.

Ms. Scott received her BA (hons) from McGill University in 1970 and her LLB from the University of Victoria in 1981.

DR. GERRI SINCLAIR

Strategic Technology Consultant and Corporate Director

Dr. Gerri Sinclair's cross-domain career includes more than 20 years' experience spanning the fields of Internet and new media technology, entrepreneurial business, academic research, and government policy. She is the former Executive Director of the Masters of Digital Media Program and CEO of the Centre for Digital Media in Vancouver - a high-tech facility at Great Northern Way Campus.

Prior to joining GNWC, Dr. Sinclair was the chair of The Telecom Policy Review, advising the Government of Canada on the policy and regulatory environment required to support an advanced telecommunications framework. She was formerly the General Manager of MSN Canada, as well as the founder and CEO of NCompass Labs, an Internet web content management company spun out of Simon Fraser University in 1996 and acquired by Microsoft in 2001.

A former IBM Consulting Scholar as well as a Visiting Scientist at IBM Research in New York, Dr. Sinclair was also the first President of the British Columbia Government Premier's Technology Council, and the founding director of the ExCITE lab at Simon Fraser University, the first new media technology R&D centre in Canada.

Dr. Sinclair has served on several government and corporate boards including TELUS Corporation and BC Telecom, as well as Canada's Information Highway Advisory Council, the National Broadband Taskforce and the Canadian Foundation for Innovation. She is the recipient of the YWCA Women of Distinction award, the Canadian Women in Communications Woman of the Year award, the Canadian Women in New Media Pioneer award, the Influential Women in Business award, the Sarah Kirke award for the most outstanding Canadian woman in High Tech.

She is currently the Principal of The Gerri Sinclair Group, a consultancy focused on digital media and emerging technology strategies for government, corporations, and academic institutions, and the CEO of Fearless Innovations, a new mobile applications start-up developing video games for social impact in the areas of health, fitness, and the environment.

LEN ST-AUBIN

Consultant

Currently a consultant specializing in telecommunications and Internet policy, Len St-Aubin retired in April 2009 from the position of Director General, Telecommunications Policy at Industry Canada. In that position he was responsible for all aspects of domestic and international telecommunications policy including competition, convergence, Internet and radio spectrum. He also managed government oversight of the Canadian Radio-television and Telecommunications Commission's telecoms proceedings and decisions.

Mr. St-Aubin has worked in telecoms, Internet and broadcasting policy since 1989. His career in government included working on the 1991 *Broadcasting Act*, amendments to the *Copyright Act*, and the 1993 *Telecommunications Act*. He played a lead role in major initiatives including the 1995 Direct-to-Home Satellite Broadcasting Policy, 1996 Convergence Policy, the Information Highway Advisory Council, the 2006 Policy Direction to the CRTC and the 2007 AWS Spectrum Auction Policy, among others. In the

late 1990s, Mr. St-Aubin took on Internet policy issues including the domain name system, ISP self-regulation and offensive and illegal content.

In August 2002, he accepted a three-year posting at the Canadian Embassy in Berlin to manage Canada's International Business Development Program in Germany, promoting trade, investment and science & tech partnerships. He returned to Ottawa and the Telecommunications Policy Branch in June 2005.

KIRSTINE STEWART

Interim Executive Vice-President, English Services, CBC/Radio-Canada

Kirstine Stewart holds one of the highest profile jobs in Canadian television. In 2010, she was asked to step in as Interim EVP of English Services at CBC.

Since coming to the CBC in 2006 as general manager of CBC English Television, Ms. Stewart has been the network's "chief creative officer," overseeing and commissioning drama, comedy, arts, current affairs and documentaries. She has revitalized ratings and generated new revenue for the broadcaster, all while recognizing the CBC's public service mandate. Additionally, CBC is the only conventional Canadian network whose audience share has grown consistently over the past four seasons.

Ms. Stewart has overseen the launch of such hits as *Dragons' Den*, *Little Mosque on the Prairie*, *18 to Life*, *Republic of Doyle*, *The Border*, *Being Erica*, *Battle of the Blades*, *Heartland*, *The Tudors*, *The Hour with George Stroumboulopoulos* and *The Next Great Prime Minister*. She has also nurtured the ongoing development of CBC's legacy programming—shows such as *Marketplace*, *the Fifth Estate*, *The Nature of Things*, *Rick Mercer Report* and *Hockey Night in Canada*.

This strategy of programming original, quality Canadian content that reflects and showcases Canada has paid off with—again—CBC-TV's highest audience share in years, but also numerous awards and much critical praise. And Ms. Stewart notes that CBC has proven Canadians want to see themselves and their stories reflected in their daily entertainment, and will support high-quality Canadian television when given the opportunity.

This year Ms. Stewart was awarded the Canadian Women in Communications highest honour, Woman of the Year for 2010. She is a board member for the Banff Television Festival and a member of the Young Global Leaders association, selected to advise the annual World Economic Forum of Davos, Switzerland. Recently, she attended The Paris Initiative under the direction of President Sarkozy, to inform the agenda of the upcoming G20 in France. Ms. Stewart also recently organized the Canadian networks' efforts to support the rebuilding of Haiti through 'Canada for Haiti', a one hour special appearing simultaneously across all Canadian broadcasters raising over \$12 million for the cause.

Prior to her current role at CBC, Ms. Stewart was senior VP at Alliance Atlantis, overseeing eight channels, including BBC Canada, National Geographic Canada and Home and Garden Television. She also worked in the U.S. as programming VP at Hallmark Entertainment, overseeing programming of 17 international broadcast channels. Ms. Stewart graduated from the YGL programme in Global Leadership for the 21st Century at the Kennedy School of Harvard.

DR. WEN TONG**Vice President of Wireless Research and Wireless CTO, Huawei Canada**

Dr. Wen Tong is Vice President of Wireless Research and Wireless CTO, located at Huawei's R&D Centre in Ottawa. He leads wireless strategic R&D initiatives focusing on providing customers with world-class network solutions and customer-centric innovations. Dr. Tong is responsible for teams in Canada, US and China and is consulted globally by customers and industry experts for his balanced approach of technology vision and execution. Prior to joining Huawei in early 2009, he was a Nortel Fellow and leader of the Network Technology and Wireless Technology Labs in Ottawa, responsible for Nortel's global strategic technologies R&D. He has pioneered fundamental technologies in wireless with 80 patents and more than 200 patent filings and serves on the NSERC discovery grant committee.

In 1995, Dr. Tong joined BNR's Wireless Technology Labs and has conducted advanced research work spanning 1G to 4G and beyond during his career. From 1997 to 1999, he was responsible for inventing and prototyping advanced CDMA technologies including turbo coding interleaver, a key enabler boosting speed and efficiency in radio networks, which has been adopted by all 3G/4G standards.

From 1998 to 2006, Dr. Tong was a driving force in developing foundational 4G technologies and he is an industry-recognized pioneer on OFDM – MIMO. He has been a key contributor in 3GPP (UMTS, HSPA, LTE, LTE-A), 3GPP2 (CDMA, 1xRTT, 1xEV-DO) and IEEE802.16e (WiMAX) standards. In 2007, Dr. Tong became Nortel's Director of Wireless Technology Labs, leading advanced research on next generation broadband mobile systems (Gigabit RAN), unwired enterprise networks, frequency agile radio systems, advanced antenna technology and broadband wireless self backhaul systems.

Dr. Tong received his M.Sc EE from SouthEast University (Nanjing, China) in 1986 and PhD EE from Concordia University in Montreal in 1993.

JUSTICE WILLIAM J. VANCISE, Q.C.**Chairman, Copyright Board of Canada**

Mr. Justice William Vancise earned an LL.B. from the University of Saskatchewan in 1960 and was called to the Saskatchewan Bar in 1961. He joined Balfour and Balfour as an associate in 1961 and in 1963 he was named a partner at Balfour, McLeod, McDonald, Laschuk and Kyle (where he became a managing partner in 1972).

Mr. Justice Vancise received his Queen's Counsel designation in 1979. He was appointed to the Court of Queen's Bench in 1982 and to the Court of Appeal for Saskatchewan in November 1983 where he continues to serve. In 1996 Mr. Justice Vancise was appointed Deputy Judge of the Supreme Court of the Northwest Territories. He was appointed Chairman of the Copyright Board of Canada in 2004 and was reappointed for five years in 2009.

THE HONOURABLE KONRAD W. VON FINCKENSTEIN, Q.C.
Chairman, Canadian Radio-television and Telecommunications Commission (CRTC)

The Honourable Konrad W. von Finckenstein was appointed as Chairman of the CRTC on January 25, 2007. Over the course of a career in the public service that began in 1973, he has held a number of senior positions and acquired broad experience in the areas of trade, commercial and competition law. Before joining the CRTC, he served as Justice of the Federal Court.

Previously, Mr. von Finckenstein acted as Commissioner of Competition and head of the Competition Bureau of Canada between 1997 and 2003. During his tenure, he led important reviews of proposed mergers between companies, including those in the banking and airline sectors. He also investigated a conspiracy affecting the sale and supply of an additive widely used in the animal feed industry, which resulted in one of the largest fines in Canadian history. Moreover, he led the drive to establish the International Competition Network, the umbrella organization for all competition authorities from around the world, and became its founding chairman, a position he held until his appointment to the Federal Court.

Through his earlier roles as Assistant Deputy Minister and Assistant Attorney General in the Canadian departments of Industry, Justice and External Affairs, Mr. von Finckenstein notably oversaw the implementation of the North American Free Trade Agreement (NAFTA), negotiated the dispute settlement mechanism of the Canada-U.S. Free Trade Agreement, and supervised the drafting and implementation of that agreement. During the 1980s, he served as Senior General Counsel with Industry Canada and the Trade Negotiations Office.

Born in Germany, Mr. von Finckenstein obtained a Bachelor of Arts (Honours) from Carleton University and Bachelor of Laws from Queen's University. He was appointed Queen's Counsel in 1984 and received the Outstanding Achievement Award of the Public Service of Canada in 2002.

Mr. von Finckenstein's term ends on January 24, 2012.

GERRY WALL
President, Wall Communications

During his 10-year tenure at Bell, Gerry Wall helped the company move from subsidized pricing to market based pricing. At the CRTC, he led the changeover from rate of return regulation to price caps and to greater reliance on competitive markets. At the CCTA, Mr. Wall spearheaded the move to the provision of telecom and other new services by cable companies. As a research consultant and business advisor, he has assisted the competitive entry and business strategy of several wireless providers, new programming services, and new media entrants. He was also a founding partner in Ciel Satellite where he continues to serve as a Vice President.

In the last few years, Mr. Wall has assisted the government with setting rules for spectrum auctions, international telecom service comparisons, regulatory reform in the face of convergence, competitive market measurement and broadband policy. He has also pioneered the use of economics in setting copyright tariffs, appearing as an expert witness several times before the Copyright Board of Canada.

Along with his colleague Bernie Lefebvre, he has provided research and advice to every major telephone company, wireless carrier, cable TV company and broadcaster in Canada.

Mr. Wall also enjoys an adjunct career as a songwriter and musician, appearing at the Ottawa Bluesfest in 2010. He holds degrees from the University of Saskatchewan, McMaster University and the University of Toronto.

SCOTT WALLSTEN

Vice President for Research and Senior Fellow, Technology Policy Institute

Scott Wallsten is vice president for research and senior fellow at the Technology Policy Institute. An economist with expertise in industrial organization and public policy, his research focuses on telecommunications, regulation, competition, and technology policy. His papers have been published in numerous academic journals and his commentaries have appeared in newspapers and newsmagazines around the world.

Mr. Wallsten is also a senior fellow at the Georgetown Center for Business and Public Policy and a lecturer in Public Policy at Stanford University. He served as economics director of the Federal Communications Commission's Broadband Task Force. Mr. Wallsten has been director of communications policy studies and senior fellow at The Progress & Freedom Foundation, a senior fellow at the AEI - Brookings Joint Center for Regulatory Studies and a resident scholar at the American Enterprise Institute, an economist at The World Bank, a scholar at the Stanford Institute for Economic Policy Research, and a staff economist at the U.S. President's Council of Economic Advisers.

He holds a PhD in economics from Stanford University.

DR. LEONARD WAVERMAN

Dean of the Haskayne School of Business, University of Calgary

Since January 2008, Leonard Waverman is Dean of the Haskayne School of Business at the University of Calgary and a Fellow of the London Business School. For the eight years prior to returning to Canada, he was a Professor of Economics at London Business School and from 2003-2007 Chair of the economics subject area at LBS.

Professor Waverman's current research is on the growth and productivity impacts of the rollout of telecommunications and computers. His analysis of the impacts of mobile phone rollout on growth in Africa was the subject of the 'Economic Focus' section of the *Economist*, March 12, 2005. (See www.vodafone.com/Africa). He has authored the influential *Connectivity Scorecard*, an annual Index that ranks countries according to how advanced their communications networks are in promoting productivity and economic growth. (www.connectivityscorecard.org)

In January 2009 he was cited as one of the world's top 50 most influential thought leaders in the telecommunications industry by *Global Telecoms Magazine*.

Professor Waverman's most influential publication is "Telecommunications Infrastructure and Economic Development", joint with Lars Hendrik Roeller, *American Economic Review* September 2001. He is

finishing a book (joint with Melvyn Fuss) entitled *The Networked Computer*, published in 2009 by Cambridge University Press. He is currently on the Editorial Board of *Telecommunications Policy* an Elsevier scholarly Journal, a Director of the C. D. Howe Institute and on the Chairman's Advisory Committee of the Alberta Energy Resources Conservation Board.

For five years until May 2007, Professor Waverman was a non-executive Board member of the UK's energy regulator – the Gas and Electricity Market Authority. He is a Fellow of Columbia University's Centre for Tele-Information and a Fellow of the University of California at Berkeley's Fisher IT Center. He is on Vodafone's Advisory Board on the Social Importance of Mobile, and is a Director of the Nexus Mundi Foundation in Rome.

Professor Waverman was on the Advisory Committee introducing Competition in Ontario's Electricity system (1995-1996), a part-time Board Member of the Ontario Energy Board, as well as of the Ontario Telephone Service Commission, and a member of the US National Association of Regulatory Utility Commissioners (NARUC) for six years. He edited the major Journal in energy economics – *The Energy Journal* – for six years.

Professor Waverman has a B. Comm. and MA (studying with Marshall McLuhan) from the University of Toronto and a PhD in economics from MIT. He is a citizen of Canada and of France and has received the honor of Chevalier dans l'Ordre des Palmes Académiques from the Government of France.

RICHARD S. WHITT

Washington Telecom and Media Counsel, Google

Richard S. Whitt is the Washington Telecom and Media Counsel for Google Inc. In this capacity, he is responsible for Google's strategy and advocacy on all wireline, wireless, and media matters before the Federal Communications Commission, other Federal agencies, and the U.S. Congress. Most recently he has been representing the company's interests on a variety of broadband policy issues, spectrum policy matters, and "unregulation" of VoIP and other Web-based applications.

Prior to joining Google in January 2007, Mr. Whitt founded and headed NetsEdge Consulting, a public policy consulting firm that provided legal analysis, regulatory strategy, and advocacy counsel to Google and other Web companies. From 1994 to 2006, he worked in the legal department at MCI Communications, where he most recently served as vice president for federal law and policy. He previously spent over five years as an associate attorney in the communications practices of two large D.C.-based law firms.

He is a 1988 *cum laude* graduate of the Georgetown University Law Center, and a 1984 *magna cum laude* graduate of James Madison University.

DIMITRI YPSILANTI

Head, Information, Communications and Consumer Policy Division, Directorate on Science, Technology and Industry (Paris), Organisation for Economic Co-operation and Development

Dimitri Ypsilanti is Head of the Information, Communications and Consumer Policy Division at the Organisation for Economic Co-operation and Development (OECD). He is responsible for the work of the division, which covers communications policy and regulation, Internet issues, consumer policy issues, information economy and privacy and security. Mr. Ypsilanti's area of specialization has included telecommunication economic and policy analysis in a range of areas. His most recent work covered issues of communications convergence and next generation networks.

Mr. Ypsilanti is a member of the editorial board of Telecommunications Policy and Info. He studied economics at Bristol University (UK), and at Memorial University and Queens University in Canada.