



IIC Canada 2018 Conference

Canadian Communications Policy and Legislation: Time for a Review

Speaker Profiles

Wednesday, October 31

Keynote Panel on the United States-Mexico-Canada Agreement (USMCA)

SARAH GOLDFEDER is a principal of Earncliffe Strategy Group. She brings clients high-level insight on the inner workings of the U.S. and Canadian governments, including how they work together on important issues. With 15 years of experience in the U.S. federal government, Sarah most recently served as Special Assistant to two U.S. Ambassadors to Canada, fostering bilateral relationships at the most senior levels. Her expertise in a wide range of policy issues enables her to provide practical short and long-term advice on managing the economic, cultural and political dynamics in North America.

Prior to her arrival in Ottawa, Sarah spent three years in Mexico, as a Foreign Service Officer, cultivating a deep understanding of U.S./Mexico border issues and appreciation for a region revitalizing itself after years of violence and fear. Her experiences have convinced her of the potential for a stronger, more cohesive partnership across the North American continent. In her work, she seeks to maximize the region's ability to advance the movement of people, goods, and services; the supply, production, and use of energy; and balancing the energy and environment equation. Sarah has also served in Southeast Asia, giving her a global perspective on North American policy development and an appreciation of the opportunities available both within and beyond the Western hemisphere.

In addition to her consulting work with the Earncliffe team, Sarah also serves as a North American advisor at Canada 2020.

A former Canadian diplomat, **COLIN ROBERTSON** is Vice President and Fellow at the Canadian Global Affairs Institute and hosts its regular Global Exchange podcast. He is an Executive Fellow at the University of Calgary's School of Public Policy and a Distinguished Senior Fellow at the Norman Paterson School of International Affairs at Carleton University. Colin sits on the advisory councils of the Johnson-Shoyama School of Public Policy, North American Research Partnership, the Sir Winston Churchill Society of Ottawa and the Conference of Defence Associations Institute. He is an Honorary Captain (Royal Canadian Navy) assigned to the Strategic Communications Directorate.

During his foreign service career, Colin served as first Head of the Advocacy Secretariat and Minister at the Canadian Embassy in Washington, and Consul General in Los Angeles, with previous assignments as Consul in Hong Kong and in New York at the UN and Consulate General.

A member of the teams that negotiated the Canada-US FTA and then the NAFTA, he is a member of the Deputy Minister of International Trade's NAFTA Advisory Council and the North American Forum. He writes on foreign affairs for the *Globe and Mail* and he is a frequent contributor to other media. The *Hill Times* has named him as one of those that influence Canadian foreign policy, most recently in their 2018 'top forty'.