

CANADIAN RETAIL RESEARCH SEMINAR

Thursday, May 5, 2016

 Ted Rogers School of Management | Ryerson University
 55 Dundas Street West, 7th Floor | Toronto, Ontario


SPEAKER BIOGRAPHIES

MAUREEN ATKINSON, Session Chair

Senior Partner, J.C. Williams Group

Maureen Atkinson is a Senior Partner at J.C. Williams Group. She is recognized as a leading thinker on retailing, downtown revitalization, and entertainment districts. Before joining J.C. Williams Group, Maureen was with T. Eaton Company, a national department store chain, for ten years in sales management, marketing research, and merchandising management. At J.C. Williams Group, she heads up the research department and has worked with major shopping centre developers and retailers from across North America and the Middle East. She manages ongoing research products including the National Retail Bulletin and the Canadian Etail Report. Maureen is also a founding member of the Canadian Research Group of the International Council of Shopping Centers as well as one of the 12 global recipients of this year's Career Service Award as part of the 2016 ICSC Researcher Awards.

MARCO BIASIOTTO, Session Chair

Director of Asset Research, Oxford Properties Group

Marco is the Director of Asset Research at Oxford Properties and has over 20 years of experience in retail research. Before working for over 12 years combined at both Oxford Properties and Primaris Retail REIT, he also worked for over 8 years with the Centre for the Study of Commercial Activity. He is not only an active member of ICSC's North American Research Task Force but also a co-founder of the Canadian Research Group.

ALAN BILLINGSLEY, Speaker

Principal, Billingsley Investments

(Billingsley Interests; Master of Arts degree, University of California, Los Angeles) recently left senior management at RREEF (since re-branded as Deutsche Asset Management) to pursue personal interests. In 13 prior years at the firm, he served as head of RREEF Americas' Research team, which maintains staff in San Francisco, New York and Chicago. Mr. Billingsley focused on investment and portfolio strategy for RREEF's clients and funds. He joined the company after 20 years of experience in all forms of real estate development and investment analysis, including at Sedway Group (now CBRE Global Advisors) and Economics Research Associates (now AECOM). He is a member emeritus of the ICSC Research Task Force. A longtime member of the Urban Land Institute, he served for many years on its local Executive Board, and currently serves on its national Program

Planning Committee (which he now chairs), and on the organizing committee for its Local Product Council and its national Commercial and Retail Development Council. Throughout his career, he has been active in several other civic, educational organizations and professional associations.

JOHN CROMBIE, Speaker

Senior Vice President, Retail Leasing Canada, Triovest

John is the Senior Vice President, Retail Leasing Canada at Triovest Realty Advisor's Toronto office and has been in commercial real estate for over 28 years. In his current role, John leads the national retail leasing team, retailer relations, and developing new business opportunities for Triovest. John's real estate career started in 1986 in Toronto where he was a successful office leasing specialist for nine years and earned the President's Round Table Award for excellence in sales performance. From 1994 to 1998, he was Director of Leasing for Oxford Properties Group, one of Canada's largest owners of commercial properties. In 1998, he rejoined Royal LePage Commercial as Vice President and General Manager of its Edmonton business and then returned to Toronto in 2000 to manage the Toronto East Operations for Cushman & Wakefield until 2010 when he became responsible for providing strategic direction and developing national and international sales and brokerage opportunities for Cushman & Wakefield's Canadian retail business line. John is a member of a number of professional associations including the International Council of Shopping Centres (ICSC) and the National Association of Industrial and Office Properties (NAIOP). He is also a past Board Member for the Commercial Council of the Toronto Real Estate Board (TREB), currently the Co-Chair of the Canadian ICSC Convention (2015/16), an appointed member of the ICSC Canadian Research Group (CRG) and Canadian representative of the North American Research Task Force (NARTF). A noted industry spokesperson, John has been the keynote speaker at a number of conventions and seminars and has been an expert resource for articles and news reports in various publications such as the Globe and Mail, Toronto Star, Canadian Business, BNN and CTV television. John earned his Bachelor of Arts Degree in Urban Development from the University of Western Ontario in 1985, is a licensed Real Estate Broker in the Province of Ontario and a member of the Institute of Corporate Directors and holds an ICD.D designation.

FRANK DI NIRO, Speaker
Partner, GH+A

A GH+A Partner since 1997, Frank's focus on the global market for retail design trends and fashion-forward concepts has injected the firm's projects with an international appeal keeping GH+A at the cutting edge of the design industry. He has a particular expertise in tenant liaison and out-of-the-box approaches to urban streetfront retail as they relate to shopping centre and outdoor development projects. Frank's portfolio of cutting-edge projects include the ambitious redevelopment of the urban shopping complex, the *CORE* in downtown Calgary; the 2006 expansion of *Yorkdale Shopping Centre* in Toronto; the ongoing multi-phase common area and food court renovations of the largest malls in North America, *West Edmonton Mall* in Edmonton; the new food court and market concept at the Mall of America in Minneapolis; the redevelopment of the retail and entertainment mega-complex formerly known as Meadowlands Xanadu into *American Dream* in the Greater Manhattan Area. On the food retail front, Frank is responsible for the award-winning designs at the gourmet food emporium, Pusateri's at all their locations in Toronto, as well as their sophisticated new food halls within the luxury department store Saks Fifth Avenue, most recently at Sherway Gardens and the upcoming Yonge and Queen street location.

WENDY GREENWOOD, Speaker
Director Retail Marketing, The Cadillac Fairview Corporation Limited

As Director, Retail Marketing for Cadillac Fairview, Wendy Greenwood has 20+ years in the shopping mall industry. Working with influential retail partners, including Saks Fifth Avenue and Nordstrom, Wendy and her Marketing teams drive forward CF's property differentiation in a crowded shopping mall industry. She has developed and hosted innovative experiences targeted to the GTA's most influential consumers, media and notables. Wendy bases her work on unique insights from data and forging opportunities for CF to build engagement, content and relationships with new and emerging influencers and consumer communities – both on and offline. Wendy holds a B.A. with Honours, Communication Studies. Her volunteer work with ICSC currently involves teaching at the JTR School in Arizona and judging the VIVA Best of the Best Awards.

TONY HERNANDEZ
Director, CSCA, Ryerson University

Tony Hernandez is the Director and Eaton Chair in Retailing at the Centre for the Study of Commercial Activity, Ryerson University. Founded in 1992, the CSCA is a not-for-profit academic research unit that primarily studies retail and service sector activities. The centre is part-supported by over 50 private and public sector

organizations, including major retailers, developers, brokerage and leasing firms, consultants, government departments and industry associations. His research and teaching focuses on consumer demographics, location analysis and retail strategy. He serves on the ICSC's North American Research Taskforce and is the Chair of the ICSC's Canadian Retail Research Group. In recognition of his contribution to industry-focused research he was presented in 2012 with the ICSC's Award for Outstanding Service to the Research Community.

DEBBIE KALISKY, Speaker
Director of Retail Development, GH+A

With over 20 years of cumulative experience within Canada's most renowned design firms, Debbie has garnered an in-depth understanding of successful retail concepts and relevant design trends. She wears many hats at GH+A from Retail Designer, to Business Development Executive, to Client Liaison. Her aptitude at assessing broader commercial markets make her a natural candidate to promote GH+A's expertise to the industry and to explore new ventures on the retail landscape. Debbie's keen brand awareness and grasp of global consumer insights, both current and emerging, are key to GH+A's growth strategy. She continues to expand GH+A's portfolio internationally and nationally. Debbie graduated from McGill University in Montreal with a Bachelors of Arts with a Major in English and Communications, and subsequently from The International Design Academy in Chicago with a Bachelors of Fine Arts in Interior Design.

RAY KONG, Speaker
Executive Vice President, Canada Loyalty, Ipsos

Ray is an experienced marketer with over 25 years of experience in both consulting and at the executive level of major Canadian financial institutions. As Executive Vice President with Ipsos, he leads the Ipsos Loyalty practice and works in the financial services sector in customer experience, brand development and measurement, operational improvement and strategy projects. Ray is a member of Ipsos' Loyalty Board with a role to bring the best of Ipsos' work around the work to local clients. He has been an adjunct professor of marketing at York University - a role which regularly tested his ability to stay abreast of emerging and evolving social networking and other web utilities. A published academic author, he speaks extensively on consumer trends, marketing trends and best practices of organizations in customer experience, ethnic marketing and loyalty.

JEAN LAMBERT, Speaker
Director of Research of ICSC

Jean Lambert is Director of Research of ICSC, where he has worked since 1999. Among other duties, he is responsible for generating studies and publications and conducting timely surveys relevant to the shopping center industry. This has involved coordinating staff assignment for research projects and activities, including electronic publication of research products such as Retail Property Insights, ICSC proprietary sales reports and economic impact studies. He oversees the development, production, dissemination and maintenance of industry databases, including international time series, in the newly upgraded QuickStats statistical database. He directs the creation, design and implementation of retail real estate studies and participates in various activities and projects that will promote the department's national and international agenda—notably, coordinating the efforts of six international research advisory groups. Mr. Lambert completed his undergraduate studies in Economics at the University of Ottawa, Canada, and master degrees in Economics at the University of Ottawa and in International Affairs at Carleton University in Ottawa. Prior to joining ICSC, Mr. Lambert was an analyst in the National Accounts of Statistics Canada in Ottawa, where he worked for 12 years.

TONY LEA, Session Chair
Senior Vice President and Chief Methodologist, Environics Analytics

STEVEN MURPHY, Speaker
Dean, Ted Rogers School of Management, Ryerson University

Dr. Steven Murphy joined the Ted Rogers School of Management as dean for a five year term beginning August 2013. Murphy is the second dean to serve the Ted Rogers School of Management since the naming of the school in 2007, and the tenth dean in the business management school's history. Murphy's vision for the school is to build its research reputation, enhance experiential learning opportunities and renew curricula. His fresh perspective, entrepreneurial spirit and years of experience in academia, consulting and research will ensure the quality of business education students continue to receive is creative and industry-driven. Murphy comes to the Ted Rogers School of Management from Carleton University in Ottawa, where he was associate dean, research and external, at the Sprott School of Business. An award-winning professor and nationally recognized expert in organizational behaviour, Murphy is a tenured professor in the Department of Entrepreneurship and Strategy at the Ted Rogers School of Business Management. Having published over 100 papers, book chapters and technical reports in his lengthy academic career, he is also an accomplished researcher and presenter.

DOUG NORRIS, Speaker
Senior Vice President and Chief Demographer, Environics Analytics

One of Canada's leading experts on demographic change, Doug is currently a Senior Vice President and Chief Demographer at Environics Analytics, where he assists companies, government agencies and not-for-profit organizations in using census and other statistical information for planning and marketing projects. Doug is nationally known for his media commentaries on Canadian social and demographic trends and he has given frequent presentations at seminars and conferences across Canada and internationally. Doug joined EA in 2006 after nearly 30 years with Statistics Canada, most recently as Director General of Social and Demographic Statistics. Doug is also an adjunct professor at the University of Alberta, and he serves on several steering committees related to the use and development of statistical data.

MICHAEL PEISER, Speaker
Director, Development, The Cadillac Fairview Corporation Limited

Since joining Cadillac Fairview in 2012, Michael has worked on the transformational expansions of Sherway Gardens, Polo Park, and Richmond Centre. Michael's projects focus on the repositioning of enclosed malls to both accommodate best-in-class retailers and revitalize the customer experience. Enhancing the retail offering is fundamental to CF's development projects, and Michael is well versed with many global retailers and food operations. Prior to joining Cadillac Fairview, Michael spent five years in Northern Ireland working for Parker Green International, a leading Irish developer with projects in Ireland, UK, Slovakia, Czech Republic and the USA. Michael currently serves as a member of the ULI Young Leader European Steering Committee, and is active with the ICSC. He is a native of Boston, earned his BA in Psychology from Bowdoin College (Maine), and MSc International Real Estate from the University of Ulster (N. Ireland).

KEITH READING, Session Chair
Director, Research, Morguard

Keith currently holds the position of Director of Research for Morguard Investments Limited, one of Canada's leading and largest integrated real estate companies with a diversified portfolio of North American assets under management valued at \$16.0 billion. The diversified portfolio is comprised of a combined 45.6 million square feet of retail, office and industrial space, 19,009 multi-suite residential units and 6,642 hotel rooms. Morguard offers investment and property management services over a network of offices in Canada's major markets and in major markets in the US. Keith has been involved in commercial real estate research analytics for over 25 years and is recognized as one of Canada's leasing commercial real estate industry analysts. Keith began his career in

commercial real estate analysis with Colliers International, one of Canada's largest real estate services companies. His 15-year tenure with Colliers culminated in the role of Vice-President, Research with national responsibility. In 2008, he led RealNet Canada's Toronto Commercial Research Team as Senior Analyst. RealNet Canada is considered the "Bloomberg" of property market research in Canada. During his career in commercial real estate analytics Keith has been regularly quoted by various regional and national media outlets. In addition, he regularly offers intelligence and insights into the economic and real estate fundamentals trends and outlooks to clients, colleagues and institutes of higher learning. He has also authored numerous market reviews, surveys, opinions and white papers on a range of topics. Through these experiences he has produced Colliers International's: Canadian Real Estate Review, Canadian Investment Review and Canada's Office Markets: An Assessment. In addition, he has authored Morguard's Annual Economic Outlook and Fundamentals Report since 2008. Keith is a past member of the National Association of Industrial and Office Practitioners, the Toronto Real Estate Board and is a member in good standing of the International Council of Shopping Centres. Keith holds a BAA from Ryerson University in Urban Analysis.

MARC SMITH, Speaker

Director, Strategy and eCommerce Market Development

Marc Smith is a recognized expert in the fields of logistics and omni-channel fulfillment, and their impact on the performance of commerce. As eCommerce strategist at Canada Post, he studies global trends and works with retailers and leading-edge technologists to develop solutions that optimize the customer experience of connected shoppers. A digital shopping experience that ends only when the consumer physically consumes the purchased item and is satisfied. Prior to joining Canada Post, Marc was a leader in the field of encryption and digital identity, working globally with Governments, armed forces and national security agencies, banks and international businesses to protect their information and digital identities.

FAB STANGHIERI

*Senior Vice President, Real Estate and Construction,
Cineplex*

Fab Stanghieri has been in the role of Senior Vice President, Real Estate and Construction since January 2011. He is responsible for managing all aspects of corporate real estate and development, including the new builds, acquisitions, dispositions, expansions, renovations, and lease administration for their entertainment, office, and warehouse spaces in Canada and the U.S.A. Mr. Stanghieri also holds the role of Senior Vice President, Business Development and Accounts Services at Cineplex Digital Media, the company's digital signage subsidiary. Prior to assuming his current role, Mr. Stanghieri was Vice President, Real Estate and Corporate Planning, Cineplex

Entertainment, from July 2005 to January 2011 and held the position of Vice President Real Estate at Cineplex Galaxy from April 2003 to July 2005. Mr. Stanghieri originally joined Cineplex Odeon Corporation in September 1996, as Manager of Real Estate and Planning, and has held various senior roles within Real estate, Business Development, Government Relations, Construction and Corporate Planning throughout this career. He is a member of the board of directors for the Motion Picture Theatre Association of Canada, the National Association of Theatre Owners, the International Council of Shopping Centers and the Digital Place Based Advertising Association.

JOHN C. WILLIAMS, Speaker

Senior Partner, J.C. Williams Group

John Williams is well known in the real estate, retail, and business world as a leading thinker on ideas and trends. He has written books for the ICSC, Retail Council of Canada, and the U.S. National Retail Federation; all of which receive high praise for their insights and practicality. Today John joins us to share his thoughts on the need for innovation in both our industries.

SUSAN WILLIAMS, Speaker

Senior Director, Strategic Insights, The Cadillac Fairview Corporation Limited

As Senior Director, Strategic Insights at Cadillac Fairview Corporation is a strategic marketing professional with over 30 years of experience in Strategy, Marketing and Research through work in corporate, retail, government, consumer markets. Susan is currently heading up the Research and Analysis group within Strategic Insights at Cadillac Fairview, developing strategies for senior executives, operations and sales to drive decisions for the future direction of real estate. Over the past seventeen years at Cadillac Fairview, Susan has lead teams of professionals in the development of an integrated research function leveraging a vast databank of market, consumer and retail trend research, as well as developing and launching new initiatives in the area of marketing from CF's first foray into digital marketing and social media, to creating the first mall gift card program in Canada, the SHOP! CARD, and launching ecommerce platforms. Susan plays an active leadership role in the Retail/Commercial Real Estate and Market and Consumer Research communities in North America as Vice Chair of the ICSC Canadian Research Group and member of the NARTF. She is also active on several committees and presenter at industry conferences within ICSC, MRIA, AMA, AARM and ICSC CRG. CSCA, REALpac. Susan holds an Honours Bachelor of Commerce Degree from McMaster University in Hamilton, Ontario. She enhanced her marketing management qualifications through courses from the Richard Ivey School of Business at the University of Western Ontario and Professional CRM and CMRP (Research) designations.