

# MARKETING METRICS COMMITTEE

March 2018

NAME	POSITION	ORGANIZATION
Dr. Marion Joppe <b>(Chair)</b>	Professor	School of Hospitality and Tourism Management University of Guelph
Dr. Alan Middleton	Assistant Professor of Marketing Executive Director	Schulich Executive Education Centre Schulich School of Business York University
Andrew Weir	Executive Vice President & CMO	Tourism Toronto
Michael Sullivan	Partner	The Strategic Counsel
Matt Kelly	Managing Partner	Level5 Strategy Group
Dr. Alex Athanassakos	Team Leader	Tourism Policy and Research Ministry of Tourism, Culture and Sports
Dr. Tom Griffin	Assistant Professor	Ted Rogers School of Hospitality and Tourism Management Toronto Ryerson University
Lauren Yaksich	Director	The Greater Toronto Airports Authority
Allan Luby	President, Captain	Lake Navigation (Kenora) Ltd.
Chris Williams	Vice President Digital	Association of Canadian Advertisers (ACA)
Greg Treffry	Consultant	Television and Communications