

2023 Smart Freight Centre Symposium

Friday, November 10, 2023

8:30 A.M. to 3:45 P.M.

**Faculty Club, University of Toronto 41
Willcocks St, Toronto**



<https://smartfreightcentre.ca/>

2023 SFC SYMPOSIUM: AGENDA

Time	AGENDA	Speaker/ Moderator:	Affiliation
8:30 am	Registration and Light Breakfast		
8:50 am	Welcoming remarks	Stark Draper	University of Toronto
SESSION 1	TRANSFORMING OUR CITIES FOR FREIGHT	Speaker/ Moderator:	Affiliation
9:00 am	General Manager of Transportation Services for the City of Toronto	Barbara Gray	City of Toronto
9:20 am	General Manager of E-Commerce at Purolator	Laurie Weston	Purolator
9:40 am	Associate Professor at the University of Waterloo's School of Planning	Clarence Woudsma	University of Waterloo
10:10 am	Student Presentations	Carlos Rivera, Farzan Moosavi, Bahar D Viniche	SFC Universities
10:40 pm	Moderated discussion		
10:55 am	Break		
SESSION 2	TRANSFORMING FREIGHT IN OUR COMMUNITIES	Speaker/ Moderator:	Affiliation
11:10 am	Manager of Final Mile and Parcel Delivery IKEA	Crystal Rasa	IKEA
11:30 am	Managing Director	Barb Willet	Good Foot Delivery
11:50 am	Student Presentations	Milad Saeedi, Sara Torbatian, Ella Sherafat, Tamer Deyab	SFC Universities
12:20 pm	Moderated discussion		
12:40 pm	LUNCH AND DEBATE		
SESSION 3	TRANSFORMATIONAL TECHNOLOGY IN FREIGHT	Speaker/ Moderator:	Affiliation
2:00 pm	Vice President of Data and Analytics at Geotab	Mike Branch	Geotab
2:20 pm	Director in the Transportation and Economic Analysis Directorate at Transport Canada	Amelie Clement	Transport Canada
2:40 pm	Student Presentations	Kamand Khosravian, Xiaozhu Sun, Tareq Alsaleh, Yunhong Tian, Ammar Metnani	SFC Universities
3:10 pm	Moderated discussion		
3:30 pm	Best Presentation Award		
3:40 pm	Closing Remarks - Chair of the Smart Freight Centre	Elkafi Hassini	McMaster University
3:45 pm	ADJOURN SYMPOSIUM		

2023 SFC SYMPOSIUM: Moderators and Speakers

Mike Branch



Mike Branch is the vice president of data and analytics at Geotab and leads the charge for developing solutions that enable insight from over 1.4 million connected vehicles and 30 billion telematics records that Geotab processes on a daily basis. Mike joined the Geotab team in 2016, and prior to that, was the CEO of Inovex Inc., which in 2013 spun off a brand new entity, Maps BI—a platform for geospatial data visualization. Maps BI was integrated within Geotab's telematics platform as a key partner and was later acquired by Geotab in 2016. Mike has received numerous honors, including the University of Toronto Arbor Award and Early Career Award, the Engineers Canada Young Engineer Award, the Professional Engineers of Ontario Engineering Medal, and the Cloud Innovation World Cup.

Amélie Clément



Amélie Clément is a director in the Transportation and Economic Analysis Directorate at Transport Canada, where she works on the digitalization of Canada's transportation supply chain and on transportation logistics analysis. Prior to joining Transport Canada, Ms. Clément was a manager at Innovation, Science, and Economic Development Canada, where she helped articulate the government's science policy agenda and worked on a variety of issues related to knowledge mobilization and research commercialization. She began her career at Finance Canada, where she worked on a number of files including the Equalization program, financial sector regulation and intergovernmental fiscal policy. Ms. Clément holds a B.Sc. in Economics and Politics from the Université de Montréal and an M.A. in Economics from Queen's University.

Stark Draper



Stark C. Draper is a Professor of Electrical and Computer Engineering at UofT. He received his Ph.D. from MIT, and his B.S. and B.A. degrees (Electrical Engineering and History) from Stanford University. His research areas include information theory, signal processing, optimization, and applications in computing, learning theory, neuroscience, astronomy, and art history. Awards include the NSERC Discovery Award, the NSF CAREER Award, the 2010 Mitsubishi Electric Research Labs President's Award, and a U.S. State Department Fulbright Fellowship. Service roles include the UofT Governing Council and Vice-Dean Research. He is President-elect of the IEEE Information Theory Society.

2023 SFC SYMPOSIUM: Moderators and Speakers

Bilal Farooq



Dr. Farooq is an Associate Professor in the Department of Civil Engineering at Toronto Metropolitan University, focusing on transportation studies, and the Canada Research Chair in Disruptive Transportation Technologies and Services. Dr. Farooq's Laboratory of Innovations in Transportation (LITrans) focuses on emerging issues in transportation systems e.g. disruptive transportation technologies and services, complete streets, cyber-physical systems, pedestrian dynamics, resilience, and climate change. We address these issues using a highly interdisciplinary approach from the perspective of mathematics, engineering (civil, transportation, etc), computer science, and economics.

Kevin Gingerich



Dr. Kevin Gingerich is an Assistant Professor in the Department of Civil Engineering at York University, focusing on transportation studies. Kevin's research interests include transportation network modelling, freight transportation, GIS spatial analysis, and discrete choice modelling. He has previously completed projects for organizations such as Transport Canada, MTO, and Union Gas. His research work has been disseminated in widely respected journals, including Transportation Research Part C: Emerging Technologies, the Journal of Transport Geography, and Transportation Research Record.

Barbara Gray



Barbara Gray is the General Manager of Transportation Services for the City of Toronto. Barbara assumed this role after 17 years with the City of Seattle, where she held a series of senior positions in transportation and land use planning and design, culminating in her appointment as Deputy Director of the Department of Transportation.

Her current projects include leading Toronto's involvement in the Complete Streets policy initiative, the Ten Year Cycling Network Plan, pivotal pilot projects including congestion management initiatives and the King Street Transit Pilot, and the Vision Zero Road Safety Plan. She is committed to building equity into decision-making, improving multimodal design, and leveraging technology and data to drive better project outcomes.

2023 SFC SYMPOSIUM: Moderators and Speakers

Elkafi Hassini



Elkafi Hassini is a professor of supply chain management at the DeGroote School of Business at McMaster University. He holds the McMaster University Scholar title and has won several other university and national research awards. Professor Hassini specializes in data-driven optimization with applications in supply chain management. His research interests include big data optimization, supply chain analytics, food supply chains, and last-mile e-commerce logistics.

Crystal Rasa



Crystal Rasa has over 20 years of procurement and supply chain experience that began in the interior design and hospitality industries. Her passion for procurement and the supply chain began while obtaining her Bachelor of Design degree and led to her earning a Certified Supply Chain Management Professional (CSCMP) accreditation. Since joining IKEA Canada in 2019 as Customer Fulfilment Sourcing Manager, Crystal has expanded her focus to include sustainable and zero-emission transport practices, and she is supporting the organization in achieving the goal of 100% zero-emission home deliveries by 2025. IKEA Canada, together with its Service Provider Partners, commenced the first deliveries with electric vehicles in December 2021. Currently, Crystal is managing a portfolio of Final Mile and Parcel delivery service contracts with coast-to-coast coverage.

Carlos Rivera-Gonzalez (Symposium Co-Chair)



Carlos Rivera Gonzalez is a doctor in transportation engineering currently doing his postdoctoral fellowship at the University of Toronto. He holds a Ph.D. degree from Rensselaer Polytechnic Institute (RPI). His line of research aims to foster transportation systems and supply chains in which efficiency, livability, and environmental objectives are achieved.

2023 SFC SYMPOSIUM: Moderators and Speakers

Matt Roorda (Symposium Chair)



Matt Roorda is a Professor of Civil Engineering and has been a faculty member at the University of Toronto since 2005. He is the Canada Research Chair in Freight Transportation and Logistics and is the Principal Investigator of the CLUE project. His research focuses on modelling, data analytics and pilot projects promoting efficient and sustainable urban freight systems.

Laurie Weston



Laurie Weston is the General Manager of E-Commerce at Purolator. She builds Purolator's strategic framework that enables the delivery of operational, sales, and financial solutions within the growing e-commerce market. Laurie also leads Purolator's extensive retail network, collaborating with strategic partners (Best Buy, Michaels, PUDO, Swiftpost, and Staples) and leading a team 600+ retail specialists at over 2,000 pick-up and drop-off locations across the country. These include the company's growing network of 24/7 serve-service parcel lockers and kiosks. She has led multiple in-store and out-of-store projects, including Purolator's Urban Quick Stop – the first "mini-hub" and retail shipping location in downtown Toronto. This initiative was awarded the University of Toronto's Sustainable Action Award.

Barb Willet



Barb is passionate about the social determinants of health, including the connection between employment and overall well-being and the importance of a strong non-profit sector. She is a senior executive with demonstrated experience providing effective leadership to develop and implement programs and initiatives while cultivating a high-performance culture. Barb joined Good Foot Delivery in November 2019 as Managing Director. She has a Master's Degree in Community Health.

2023 SFC SYMPOSIUM: Moderators and Speakers

Clarence Woudsma



Clarence Woudsma is an Associate Professor at the University of Waterloo's School of Planning. Clarence has broad expertise in transportation policy and planning issues and has previously published on climate change adaptation and surface freight, infrastructure land valuation, urban freight planning and infrastructure, cross-border trucking, and deregulation of transportation provision. Some of his recent research projects include logistics location analysis, environmental innovation in logistics, and retailing GHG emissions.