

## Biographies



### Researchers

#### **Dr. Sara Diamond, O.Ont.**

President, OCAD University

Co-Principal Investigator, *Taking Ontario Mobile*

Sara Diamond is the President of the Ontario College of Art and Design (OCAD) University, Canada's "university of the imagination."

Building on OCAD University's traditional strengths in art and design, Dr. Diamond has led her university to become a leader in digital media and design research and in curriculum through the Digital Futures Initiative. She has led the university towards new research in inclusive design, in health and design, and in sustainable technologies and design. She has also guided OCAD University to begin the unique Aboriginal Visual Culture Program.

Dr. Diamond is a visualization, wearable technology and mobile media researcher, artist and designer. She publishes regularly on digital media history, strategy, and theory in peer reviewed journals and she curates for festivals and galleries. She is co-principal investigator for the Centre for Information Visualization/Data Driven Design – an OCAD University and York University major initiative. Dr. Diamond is a member of the Ontario Ministry of Culture's Minister's Advisory Council on Arts and Culture, the Board of Directors of the Toronto Arts Council Foundation and of ORION (Ontario's high speed network), the National Centre of Excellence GRAND, Interactive Ontario, and the Association of Universities and Colleges of Canada's Standing Advisory Committee on University Research (SACUR). As well, she is founding Chair of the Mobile Experience Innovation Centre and current Co-Chair. In 2012, she was appointed to the Order of Ontario

Prior to her presidency at OCAD University, Dr. Diamond was the Artistic Director of Media and Visual Art and Director of Research at the Banff Centre, where in 1995 she created the Banff New Media Institute (BNMI) and led it for 10 years. In this role, she assisted with the development, cultivation, and support of many of Canada's leading new media companies. For example, she created and was Editor-in-Chief of [www.horizonzero.ca](http://www.horizonzero.ca), an online showcase for new media art and design, in collaboration with Heritage Canada and the Banff Centre. At the Banff Centre, she also created international think tanks and collaborations in information and communications technology, digital media, and science research with artists, designers, and scientists from Latin America, Africa, Asia, Central and Western Europe and the United States, as well as Canada. A legacy of her efforts in this area includes her leadership in developing [www.codezebra.net](http://www.codezebra.net), a performance and media art, fashion, and software collaboration environment.

Dr. Diamond holds a PhD in computer science and degrees in new media theory and practice, social history, and communications from the United Kingdom and Canada.

## **Dr. Vera Roberts**

Researcher, Inclusive Design Research Centre (IDRC)  
Co-Principal Investigator, *Taking Ontario Mobile*

Dr. Vera Roberts holds a Ph.D. in Applied Cognitive Science from the Ontario Institute for Studies in Education at the University of Toronto. Her primary research area is inclusive design of technology and digital media. As a researcher at the Inclusive Design Research Centre (IDRC, formerly ATRC/UofT) at OCAD University, Roberts has participated in numerous multi-partner inclusion projects including Barrier-free Access to Broadband Education, Canadian Network for Inclusive Cultural Exchange, CulturAll, Stretch and The Inclusive Learning Exchange. She has pioneered self-sign protocol, the accessible usability evaluation method.

Roberts has been invited to speak about inclusive design at national and international conferences and has consulted on Accessible Design to the Alberta Ministry of Education; prepared accessibility policy overviews for the Accessibility Standards Advisory Committee, the group responsible for the ICT standard of the Access for Ontarians with Disabilities Act; and contributed to publications and reports on accessibility and inclusive design, such as *Releasing Constraints: Projecting the Economic Impacts of Increased Accessibility in Ontario*.

Roberts also manages the inclusive education arm of the IDRC, known as the Special Needs Opportunity Window (SNOW) portal, and is an instructor in the Masters of Design in Inclusive Design Program at OCAD University and in the Undergraduate Psychology Program at Laurentian University.

## **Kathleen Webb**

Director, Mobile Experience Innovation Centre (MEIC)  
Editor and Project Lead, *Mobile Innovation 2012*

Kathleen Webb is the Director of the Mobile Experience Innovation Centre (MEIC), located at OCAD University, where she is responsible for building private public partnerships in support of mobile industry development, creating programming that addresses talent and training issues, and growing the association's membership base of stakeholders in the mobile media ecosystem. Through her company CRS Technology Corp., which she established in 1989, Ms. Webb has led numerous ICT and digital media initiatives. Her client roster includes MNO's such as Deutsche Telekom, public private organizations such as CANARIE and the Greater Toronto Marketing Alliance, and academic institutions such as Sheridan College and Ryerson University.

## Panelists

### **John Semple, MD, FRCPC**

Senior Scientist, Women's College Research Institute  
Surgeon-in-Chief, Women's College Hospital  
Professor, Department of Surgery, Faculty of Medicine, University of Toronto  
Canadian Breast Cancer Foundation Chair in Surgical Breast Cancer Research

Dr. John Semple is surgeon-in-chief at Women's College Hospital, and is a senior scientist at Women's College Research Institute and a professor in the department of surgery at the University of Toronto. In addition, he holds the Canadian Breast Cancer Foundation's Chair in Surgical Breast Cancer Research.

Dr. Semple's research in breast cancer is focused on clinical breast reconstruction, lymphedema, and innovative models of ambulatory patient care. As chair, Dr. Semple has implemented a novel clinical pathway that allows patients who undergo TRAM flap breast reconstruction to go home after just 18 hours, instead of six days.

Dr. Semple's model of care is already benefitting patients at Women's College Hospital. In addition to letting patients recover in their own homes, this model of care reduces costs by lowering the risk of hospital-acquired infections and freeing inpatient beds.

Dr. Semple has an interest in converging disciplines and potential for innovation. He has helped design and is piloting an innovative smart phone app that allows surgeons to monitor patients post-surgery, while they recover in the comfort of home. This work is reducing unnecessary follow-up appointments while simultaneously enhancing patients' access to follow-up care when they do need it.

## **Jeff McDowell**

Vice President, Market Development, Desire2learn

As Vice President, Market Development, Jeff is responsible for strategic areas of marketing and business development. Jeff looks at Desire2learn's markets in a holistic fashion and builds out go-to-market strategies for each business segment that includes unique product value, strategic partnerships, competitive intelligence, and segment marketing. Jeff also works closely with the product organization to map out product direction based on new strategic market opportunities.

Prior to joining Desire2Learn, Jeff most recently held the position of SVP Business and Platform Marketing at Research in Motion (Blackberry) where he was responsible for continuing to build the \$8B enterprise business globally. Prior to that Jeff also pioneered the BlackBerry Alliance program, which grew to over 4000 alliance members globally.

Jeff rounded his career with sales positions at companies such as Compugen Systems and Bell Canada Enterprise as well as Business Development positions at tech startups Backweb and Neomar. Jeff started his career at Rogers Communications where as Manager, Wireless Data Solutions Jeff helped launch the first BlackBerry solution in Canada as well as pioneering various other wireless data technologies.

Jeff holds an Honors' Business degree from Bishop's University and has lectured at a Masters level at Schulich School of Business.

## **Marlon Rodrigues**

Director of Marketing, Polar Mobile

Marlon Rodrigues is an early member of the Polar Mobile team, helping to grow their portfolio from 2 local apps to over 1200 today. Today, as Director of Marketing, Marlon is responsible for educating media businesses about the merits and models of the mobile app business while growing Polar's business globally. Marlon holds a Bachelor of Mathematics and Business Administration from the University of Waterloo.

## **Catherine Middleton, B.A., MBA, Ph.D.**

Professor, Ted Rogers School of Management Ryerson University

Dr. Middleton holds a Canada Research Chair in Communication Technologies in the Information Society. Her research focuses on the development and use of new communication technologies, with specific interests in mobile devices and fixed and wireless broadband networks. She is also interested in how Canadians use (or don't use) the internet in their daily lives.

Dr. Middleton's research has been funded by SSHRC, Infrastructure Canada, Institute for a Broadband-Enabled Society, Statistics Canada and Ryerson University. Current projects investigate the use of ubiquitous communication technologies (like Blackberries) in organizations, the development of next generation broadband networks, competition in the Canadian broadband market, and Canadians' internet use. She was the Principal Investigator for the Community Wireless Infrastructure Research Project.

In October 2010, Dr. Middleton gave a "Big Thinking" lecture to Canadian parliamentarians, exploring what is needed to develop a digital society for all Canadians.

Dr. Middleton is a member of the GRAND Networks of Centres of Excellence project, and is the Leader of the New Media Challenges and Opportunities research theme. She also leads the GRAND Digital Infrastructures project. She is a member of the Board of Directors of CANARIE, Canada's advanced research and innovation network.

Dr. Middleton's article (with Wendy Cukier) titled "Is Mobile Email Functional or Dysfunctional? Two Perspectives on Mobile Email Usage" won the 2007 Stafford Beer Medal for best paper in the *European Journal of Information Systems*, and her article "Who Needs a 'Killer App'? Two Perspectives on Content in Residential Broadband Networks" was awarded the Australian Committee on Computation and Automatic Control (ANCCAC) Award for best paper in an Australian Computer Society publication in 2002.

Dr. Middleton held a Statistics Canada Fellowship in 2006-07 to work with the Household Internet Use and Canadian Internet Use Survey data, and continues to work closely with Statistics Canada to analyze internet usage data.

Dr. Middleton teaches Innovation and Organization Theory in the MBA/MMSc program in the Ted Rogers School of Management, and teaches and supervises students in the Communication and Culture graduate program. She holds a BA from Queen's University, and MBA from Bond University, Australia, and a Ph. D. from York University.