

**PROFESSIONAL EDUCATION:**

Mechanical Engineering Technologist, 1988

Mechanical Engineering Technology, Red River Community College, 1986

**PROFESSIONAL AFFILIATIONS:**

Certified Technicians and Technologists Association of Manitoba (Member)

**EMPLOYMENT HISTORY:**

April 2017 – Present	Director, Rates & Regulatory Affairs, Manitoba Hydro
2013 – March 2017	Division Manager, Rates & Regulatory Affairs, Manitoba Hydro
2012	Division Manager, Gas Supply, Manitoba Hydro
2009 – 2012	Manager, Regulatory Services Department, Manitoba Hydro
2008 – 2009	Manager, Gas Rates and Regulatory, Manitoba Hydro
2006 – 2008	Manager, Customer Policy Department, Manitoba Hydro
2004 – 2006	Senior Consultant, Gas Rates & Policy, Manitoba Hydro
1999 – 2004	Manager, Industrial Programs, I&CS Division, Manitoba Hydro
1994 – 1999	Manager, Industrial/Large Commercial Markets, Centra Gas
1991 – 1994	Senior Commercial Sales Representative, Industrial/Large Commercial Markets, Centra Gas
1989 – 1991	Commercial Sales Representative, Industrial/Large Commercial Markets, Centra Gas
1988 – 1989	Manufacturing Systems Analyst, E.H. Price Ltd.

**PROFESSIONAL EDUCATION:**

Master of Business Administration, Dean's Honour List, University of Manitoba, 2001

Canadian Securities Course, 1996

Bachelor of Journalism, Honours, Carleton University, 1990

**EMPLOYMENT HISTORY:**

April 2017 – Present	Director, Customer Care, Manitoba Hydro
2013 – March 2017	Division Manager, Business Support Services, Manitoba Hydro
2011 – 2013	Manager, Energy Services & Sales Department, Consumer Marketing & Sales Division, Manitoba Hydro
2011 – 2012	Project Manager, Mindanao Natural Gas Markets Assessment Study, Canadian Gas Services International (Manitoba Hydro International)
2007 – 2011	Manager, Gas Markets Department, Consumer Marketing & Sales Division, Manitoba Hydro
2005 – 2007	Supervisor, Franchise Administration, Consumer Marketing & Sales Division, Manitoba Hydro
2001 – 2005	Business Development Specialist, Industrial Commercial Solutions Division, Manitoba Hydro
1998 – 2000	Strategic Development Coordinator, Centra Gas
1996 – 1998	Communications Coordinator, Centra Gas



**EMPLOYEE NAME:** C. T. (Colleen) Galbraith

**PROFESSIONAL EDUCATION:**

Masters of Business Administration, 2010  
Certificate of Adult & Continuing Education, 2006  
Bachelor of Arts, University of Manitoba, 2002

**EMPLOYMENT HISTORY:**

2017 – Present	Manager, Bill Affordability Department, Manitoba Hydro
2015 – 2017	Manager, Affordable Energy Department, Manitoba Hydro
2013 – 2015	Supervisor, Affordable Energy, Manitoba Hydro
2010 – 2013	Assistant to the Vice-President of Customer Care & Energy Conservation, Manitoba Hydro
2009 – 2010	Business Project Coordinator, Manitoba Hydro
2006 – 2009	Customer Information Systems Training Supervisor, Manitoba Hydro
2003 – 2006	Customer Information Systems Training Specialist, Manitoba Hydro
2002 – 2003	Credit & Recovery Services Representative, Manitoba Hydro

Greg Mason, senior consultant, is a certified management consultant and economist specializing in applied policy analysis, forecasting, consumer demand analysis, survey research, and program evaluation. He has designed and executed many surveys and teaches econometrics, program evaluation, and survey research methodology to professionals and university students. Greg also teaches program evaluation, cost-effectiveness and cost-benefit analysis, performance measurement, and research methods to public servants across Canada. His consulting assignments have spanned a broad range of projects including program and policy evaluations, performance measurement, market research, economic and econometric forecasts, regulatory analysis, and CEA/CBA/feasibility studies. Trained as a quantitative researcher, he has also conducted and managed an extensive range of qualitative research.

Greg was a founding partner of PRA Inc. He has a PhD from the University of British Columbia and has been a tenured faculty member in the Department of Economics at the University of Manitoba since 1974 (reduced appointment since 1988). Greg is a Past President of the Canadian Evaluation Society, received its annual award in 1990 in recognition of his outstanding contribution to program evaluation in Canada, became a Fellow of CES in 2010, and received his Credentialed Evaluator (CE) designation in 2012. Greg is a member of the Canadian Association of Management Consultants, the Canadian Association of Business Economists, the Canadian Evaluation Society, and the American Evaluation Association.

#### ▼ Areas of Expertise

- Program evaluation
- Performance measurement
- Policy design and development
- Design of large federal evaluations
- Market research
- Questionnaire design
- Advanced statistical and econometric modeling
- Cost-benefit and cost-effectiveness analysis
- Executive interviews, focus groups, and stakeholder consultations

#### ▼ Education and Professional Designations

- PhD (Economics, Urban Land Economics and Management Science) University of British Columbia
- MA (Econ) University of British Columbia
- BA (Econ) University of British Columbia
- Credentialed Evaluator (CE)

#### ▼ Professional Experience

2015–present	PRA Inc. (Senior Consultant)
1988–2015	PRA Inc. (Managing Partner)
1986–1988	Director, University of Manitoba Research Ltd
1981–1985	Director, Institute for Social and Economic Research, University of Manitoba
1974–present	Department of Economics, University of Manitoba (Associate Professor, Tenured – reduced appointment)

#### ▼ Memberships, Affiliations, and Awards

- Canadian Evaluation Society (CES)
- Member of the Credentialing Board (CES)
- Fellow of the Canadian Evaluation Society
- CES National Award for Service to Evaluation (1990)

▼ Website: [www.gregorymason.ca](http://www.gregorymason.ca)

## RELEVANT PROJECT EXPERIENCE

Project Name	Description	Responsibilities
<p>Over the past 40+ years as an academic and management consultant, Greg has managed and completed a wide range of research and management consulting assignments. Highlights include:</p> <ul style="list-style-type: none"><li>• Over \$1.5 million in housing and land related research for government (Canada Mortgage and Housing Corporations, Municipal Affairs), non-governmental organizations and private companies;</li><li>• Several million dollars in project and program evaluations for federal and provincial governments (most departments);</li><li>• Many general socio-economic analyses; and</li><li>• Public policy development and commentary.</li></ul>		

Greg has taught econometrics, housing and land economics, cost-benefit, and quantitative economics at the undergraduate and graduate levels. He has published technical articles and monographs in the academic and professional literature.

## SELECTED PUBLICATIONS

### Monographs

Mason, G., Buchel, A., Lenton, M., & Stargardter, M. (2011) Estimating the Cost Effectiveness of Evidence-Informed Primary Care: A Micro-simulation Analysis of Cancer Screening and Diabetes Management, Manitoba Health

Mason, G., Hum, D., Roberts, L., Anderson, A., & MacPherson, B. (1983) *Survey Research Manual*.

Mason, G. (1981). Applied Econometric Forecasting for Electricity Demand. [Manual for workshop delivered to Manitoba Hydro]

### Edited Volumes

Mason, G. (Ed.). (1985). Transitions to Work. *Institute for Social and Economic Research*.

Mason, G. (Ed.). (1984). Monetarism — Panacea or Perfidy? Proceedings of Institute for Social and Economic Research Conference.

Mason, G. (Ed.). (1984). Macroeconomic Policy — Theory, Policy and Evidence. Proceedings of Institute for Social and Economic Research Conference.

Mason, G. (Ed.). (1984). Wage and Price Control. Proceedings of Institute for Social and Economic Research Conference.

### Articles

Simpson, W., Mason, G., & Godwin, R., (2017) The Manitoba Basic Annual Income Experiment, *Canadian Public Policy*,

Mason, G., Buchel, A., Haddad, T., and Unruh, W., (2010) Assessing the value of labour market training for persons with disabilities, *Canadian Journal of Program Evaluation*, 25(1)

Mason, G., & Tereraho, M. (2007). Value for Money Assessments of Active Labour Market Programs. *Canadian Journal of Program Evaluation*, 22(1), 1–29.

Mason, G. (2002). Evaluation in the context of the Social Union Framework Agreement: A case study of the National Child Benefit. *Canadian Journal of Program Evaluation*, 17(2), 139–158.

Mason, G. (1996). Recent Advances in Questionnaire Design for Program Evaluation. *The Canadian Journal of Program Evaluation*, 11(1), 73–94.

Mason, G., & Gunn, R. (1993). Evaluation of the Legal Aid Manitoba Expanded Eligibility Program. In J. Roberts & J. Hudson (Eds.), *Evaluating Justice: Canadian Policies and Programs*. Toronto: Thompson Educational Publishing.

Mason, G. (1991). Longitudinal Research in Program Evaluation. In A. J. Love (Ed.), *Evaluation Methods Sourcebook*. Ottawa: Canadian Evaluation Society.

Mason, G. (1991). Issues in Designing the Standardized Questionnaire. In A. J. Love (Ed.), *Evaluation Methods Sourcebook*. Ottawa: Canadian Evaluation Society.

Mason, G. (1987). Coping with Collinearity. *Canadian Journal of Program Evaluation*, 2(1), 87–93.

Mason, G. (1989). A Review of Postwar Canadian Housing Policy. In R. Bellan & G. Pope (Eds.), *Problems in Canadian Housing Policy*. McGraw-Hill.

Mason, G. (1976). The Theory of Search in Rental Housing Markets. In M.A. Goldberg (Ed.), *Recent Issues in Urban Land Markets*. Vancouver: University of British Columbia, Urban Land Series.

Wilson, W.W., Trychniewicz, E.W., & Mason, G. (1981). Estimation of Rail Branch Line Cost Functions. *Logistics and Transportation Review*, 17(3), 275–290.

Mason, G. (1979). The Deregulation of Urban Land-Use — A Note on Alternatives to Zoning. *Annals of Regional Science*, 13(2), 54–66.