Key Decision-Makers in the New Trudeau Government

With the recent election of a majority Liberal government, marketers would be interested in getting to know some key cabinet ministers responsible for portfolios that impact the daily working of marketers. They include:

**Hon. Navdeep Bains | Innovation, Science and Economic Development**

Mr. Bains is a distinguished visiting professor at Ryerson University - Ted Rogers School of Management and holds an MBA with a specialization in Finance. As a Certified Management Accountant, he has worked several years in accounting and financial analysis for the Ford Motor Company of Canada.

Marketing-Related Files:
- Competition Laws
- Communications Regulations (CRTC)
- Privacy Law
- E-Commerce Policies
- Information and Communications Technology (ICT) policies
- Marketing to Children

**Hon. Chrystia Freeland | International Trade**

Ms. Freeland studied at Harvard where she received her undergraduate degree, and continued her studies on a Rhodes Scholarship at Oxford University. She has worked for a number of news agencies, including the Washington Post, the Financial Times, The Economist, The Globe and Mail, and Thomson Reuters.

Marketing-Related Files:
- Trans Pacific Partnership
- Free-Trade Agreements

**Hon. Judy Foote | Public Services and Procurement**

Ms. Foote was first elected to House of Assembly of Newfoundland and Labrador in 1996, where she held a number of Cabinet positions. She was first elected to Canadian Parliament in 2008. She holds a Bachelor of Education from Memorial University and a Diploma in Radio and Television Broadcast Arts from Lambton College.

Marketing-Related Files:
- Canada Post
Hon. Bill Morneau | Finance

Mr. Morneau is an accomplished business leader who was executive chair of Canada’s largest human resources firm, Morneau Shepell, and the former chair of the C. D. Howe Institute, St. Michael’s Hospital, and Covenant House. He holds a BA from Western University, an MSc from the London School of Economics, and an MBA from INSEAD.

Marketing-Related Files:
- Corporate Tax Rate
- Minimum Wage
- Small-Business Tax Rate

Hon. Jody Wilson-Raybould | Justice and Attorney General of Canada

Ms. Wilson-Raybould was a provincial Crown prosecutor, B.C. Treaty Commissioner, and Regional Chief of the B.C. Assembly of First Nations. She holds a BA in Political Science and History from the University of Victoria, and a law degree from the University of British Columbia’s Faculty of Law.

Marketing-Related Files:
- Privacy Protection Issues
- Marketing to Children

Hon. Jane Philpott | Health

Dr. Philpott is a family physician and served as the Chief of the Department of Family Medicine at Markham Stouffville Hospital and as an Assistant Professor at the University of Toronto’s Department of Family and Community Medicine. She received her medical training at University of Western Ontario, and earned a Masters of Public Health in Global Health Concentration from University of Toronto.

Marketing-Related Files:
- Healthy-Eating
- Food Labelling
- Marketing to Children

Source: https://www.liberal.ca/cabinet/