



# 2023 **TRMA** CONFERENCE

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# CONFERENCE OVERVIEW

We're excited that you have registered for TRMA Canada's 2023 Conference – Innovating Through Networking.

## Conference Venue



The Westin Toronto Airport  
950 Dixon Rd. Etobicoke  
(416) 675-9444

### Directions

June 7th & 8th – Plaza Room (upper level)

Registration opens at 8:00am and includes a hot breakfast to start your day off the right way.

The Rec Room  
100 City Centre Drive, Unit 1-705  
Mississauga  
(289) 341-0611

### Directions

June 7th – 6pm to 10pm

Join us for dinner, drinks and gaming.



Networking Event

## Thank you to our conference sponsors!



**C&R Software**  
Collections & Recovery Simplified



**CBV COLLECTION SERVICES LTD.**  
*Your source for accounts receivable recovery since 1921*

**EQUIFAX®**

**FICO®**

**SYMEND**   
The science of engagement™

**TransUnion®** 

# Innovation Through Networking

June 7 & 8 - Toronto



## June 7th

**8:00 am Breakfast & Registration**

**8:45 am Welcome & Housekeeping**

**9:00 am Filling that Awkward Silence**  
Matt Baram & Naomi Snieckus



**10:00 am Networking Activity**

**10:30 am Golden Thread to  
Orchestrate Your Fraud  
Capabilities Across the  
Customer Lifecycle**  
Alex Boothroyd - FICO



**11:15 am Broadcast Your Personal  
Data Anyone? The  
Consumer Perspective on  
Fraud**  
Julie Kuzmic - Equifax



**12:00 pm Understanding Your Impact**  
Denise Bebenek -  
Meagan Bebenek Foundation



**12:15 pm Lunch**

**1:00 pm The State of of Identity**  
Tim Maciejewski  
Authentic ID



**1:45 pm Round Table Discussions**

**2:15 pm AI = Real Responsibility. How  
to Ensure Your Customers  
and Company Aren't At Risk**  
Ron Lo - Symend



**3:00 pm Networking Break**

**3:15 pm Game Time**

**3:30 pm Panel Discussion:  
Data Privacy**

Moderator - Tim Maciejewski

Panelists:

Deborah Evans - Rogers Communications

Yaseen Khan - SaskTel

Yovan Grulov - Unity

**4:30 pm Day 1 Wrap Up**

**6:00 pm Networking Event - The Rec Room**

## June 8th

**8:00 am Breakfast**

**8:45 am Recap & Housekeeping**

**9:00 am Economic Update**  
Sal Guatieri - BMO



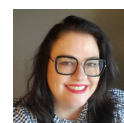
**9:45 am Top Emerging Risks in the  
Digital Landscape and How  
to Combat Them**  
Alanna Shuh -  
Lexis Nexis Risk Solutions



**10:30 am Networking Activity**

**11:00 am Fraudsters Never Sleep -  
How Carriers and  
Technology Answer the  
Call**

Selena Castellanos & Katie Silverthorne -  
Nuance  
Andrew Nikolishyn - Rogers



**11:45 am Machine Learning and  
Advanced Analytics: The  
Key to Optimizing Growth**  
Kathleen Maley - Experian



**12:30 pm Lunch**

**1:15 pm Round Table Workshop**

**2:30 pm Networking Break**

**3:00 pm Panel Discussion:  
Customer Management  
Across Demographics**

Moderator - Shawn Beaton

Panelists:

Haris Alukic - Rogers Communications (Shaw)

Andrea Ranieri - Symend

Beth Bayer - Experian

**4:00 pm Wrap Up / Auction / Raffles**



# ABOUT THE SPEAKERS



## **Matt & Naomi**

A power couple of Canadian comedy, Second City Alums Matt Baram and Naomi Snieckus are a six-time Canadian Comedy Award winning troupe offering unique appearances and interactive workshops to help people “learn with laughter.” Using the invaluable lessons of improv, the duo is guaranteed to give your team an unforgettable, rewarding—and hilarious—experience to remember.



## **Alex Boothroyd**



Alex Boothroyd is a Principal Consultant in FICO’s Global Business Consulting team, where he uses his 25+ years of management experience, specialising in fraud lifecycle, across Tier 1 banks, global payments schemes and technology vendors to develop client solutions delivering tangible benefits in fraud reduction, business efficiency and customer satisfaction.



## **Julie Kuzmic**



Julie Kuzmic is Senior Compliance Officer, Consumer Advocacy at Equifax Canada and an established authority on consumer credit. Julie joined Equifax in 2016 and is focused on the fair treatment of Canadian consumers in compliance with applicable legislation. Julie represents the consumer perspective both inside Equifax as well as in discussion with clients, consumers, government, regulators and media.



## **Denise Bebenek**



Denise Bebenek is the Founder and President of Meagan Bebenek Foundation. The organization’s mission is to raise awareness and funds to support families impacted by paediatric brain tumours. Denise founded the organization after her daughter Meagan passed away from a brain tumour in 2001. Under her direction MBF has raised over \$6M to support paediatric brain tumour research to date.



**Tim Maciejewski**



Tim Maciejewski has 20+ years of experience as a fraud and risk executive. He honed his leadership, managerial, and technical skills in omni-channel fraud and risk management working within a large global Fortune 50 company. He then took the skills that built a proven track record of success into the fraud and identity startup world, focusing on go-to-market strategy and business development.



**Ron Lo**



Ron Lo, General Counsel at Symend, is a legal professional with over a decade of experience working with tech-enabled businesses to drive strategic growth and legal compliance. Ron serves as a director at the Canadian Technology Law Association where he chairs the Digital Identity Committee. He was also nominated in 2021 for the Top 25 Most Influential Lawyers (In-House Category) by Canadian Lawyer magazine.



**Sal Guatieri**



Sal Guatieri is a Senior Economist and Director at BMO Capital Markets, with over two decades experience as a macro economist. With BMO since 1994, his main responsibilities include analyzing and forecasting the U.S. economy, Canadian and U.S. housing markets and commercial real estate markets. He is responsible for the Department's economic forecasts prepared for regulatory and stress testing purposes.



**Alanna Shuh**



Alanna Shuh is the Director of Market Strategy, Canada and is dedicated to the Canadian market for select fraud analytics, identity verification, authentication, and financial crime compliance products. Alanna is Canadian and joined LexisNexis® Risk Solutions in 2019 as part of the Leadership Development Program after graduating with an MBA from Emory University. Alanna's background prior to LexisNexis Risk Solutions was primarily focused on research and consulting.



**Selena Castellanos**



Castellanos has over 25 years in sales and marketing. With deep vertical expertise in speech driven services, messaging, and customer experience improvement, she currently leads both Telco and Financial Services marketing for Nuance Enterprise. A gifted moderator and speaker with the ability to make content meaningful and memorable.



**Andrew Nikolishyn**



Andrew Nikolishyn leads Credit, Collection & Fraud Management Strategy at Rogers. His team is responsible for oversight, maintenance and continuous improvement of policies and strategies for Wireless, Home and Rogers for Business. The team owns the full lifecycle decisions including which customers to activate, review for suspicious activity, collect in event of past due payments as well as deactivation and loss mitigation.



**Katie Silverthorne**



Katie is a highly accomplished Fraud & Biometrics Specialist at Nuance, with a proven track record of providing expert consultation to Telcos and Financial Institutions on security, fraud prevention, and authentication. With her extensive expertise in biometrics and AI, Katie's primary focus is to help organizations optimize their customer experiences while simultaneously mitigating fraud losses and improving operational efficiency.



**Kathleen Maley**



Kathleen Maley is Vice President of Analytics Products at Experian, where she leverages nearly 20 years of deep expertise in business intelligence and advanced analytics, including AI and ML, to maximize the impact of business-centered products and solutions.

She holds an AB in Mathematics from Bryn Mawr College and an MA in Applied Statistics from University of Michigan.

## Data Privacy Panel



Tim Maciejewski  
Deborah Evans  
Yaseen Khan  
Yovan Grulov

## Customer Management Panel



Shawn Beaton  
Haris Alukic  
Andrea Ranieri  
Beth Bayer

# TRMA CANADA CARES

TRMA Canada believes very strongly in giving back to our communities and as such have committed to including a charity fundraiser component at our upcoming annual conference. Over the past 7 years we have been able to raise over \$100,000 in support of children's charities.

This year we will continue to work towards our fundraising commitment to Meagan Bebenek Foundation and have set an annual contribution goal of \$20,000.

To help us reach our fundraising goal each year we rely on our very generous member companies.

We would like to take this opportunity to once again thank our generous conference sponsors. These contributions directly support our charitable activities each year.

In addition to sponsorships, we also received auction and raffle items from many of our member companies.

The auction and raffles are always a fun way for attendees to participate and help a wonderful cause.

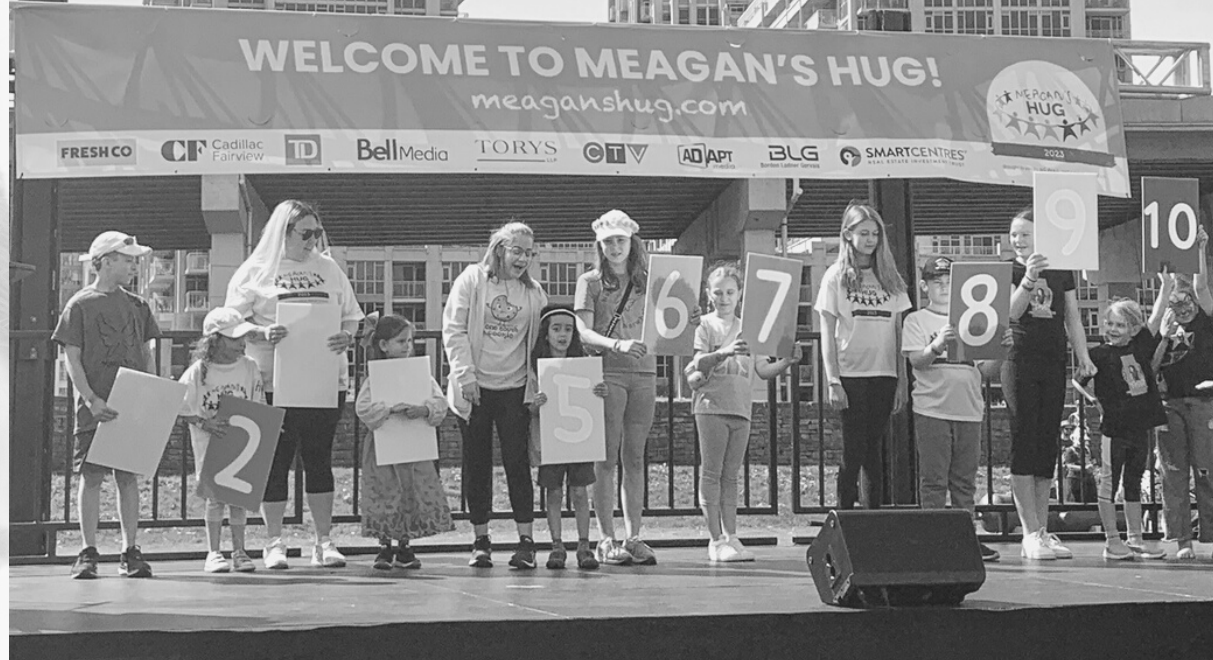
This year our action will be facilitated online so that you can keep an eye on your bids throughout the auction.

Raffle tickets and 50/50 tickets will be available for purchase onsite. Don't carry cash? No worries - we are able to accept debit and credit cards for your ticket purchases this year on Square (purchase receipts can be sent right to your phone or email) for those with expense accounts.





# MEAGAN BEBENEK FOUNDATION



## About the Foundation

For over 20 years, Meagan Bebenek Foundation, operating as Meagan's HUG, has offered support to children and families affected by brain tumours.

Meagan's HUG has now raised \$6 million for research, helping create a culture of discovery and care, leading to less toxic treatments, better quality of life and improved outcomes for young brain tumour patients everywhere.

## Mission

Harnessing the power of community to raise awareness and funds for paediatric brain tumour research in order to provide hope, and improve outcomes for affected children and their families.

## Vision

A world where no children and their families suffer from a brain tumour.

## Ready to Grow

MBF has demonstrated the impact of our collective efforts in Toronto over the past 21 years. It's time to expand our programming across the country and around the world.

## HUG Expansion:

Meagan's HUG signature event consists of a 5 km walk to raise awareness and concludes with a giant human HUG around the hospital. It has been described by many patients and families as healing, empowering and a reminder that they are not alone. Soon it will be time that other Canadian cities and families outside of Toronto are able to feel the power of the HUG.

## Family Support:

A child's illness affects the whole family. As a parent, your focus is on caring for your child. Other responsibilities often fall to the wayside. Meagan Bebenek Foundation can provide more direct support to families affected by paediatric brain tumours. Our programming focused on daily chores lessens the burden on parents. Our program offering will include meal services, housekeeping and yardwork.

Attendee Name	Organization	Day 1	Day2	Networking
Connie Akot	Rogers Communications	Yes	Yes	No
Haris Alukic	Rogers Communications	Yes	Yes	Yes
Neha Balooja	Rogers Communications	Yes	Yes	Yes
Beth Bayer	Experian	Yes	Yes	Yes
Jay Baykara	KMB Law	Yes	Yes	Yes
Shawn Beaton	Symend	Yes	Yes	Yes
Denise Bebenek	Meagan Bebenek Foundation	Yes	Yes	No
Rick Benevides	Equifax Canada	No	Yes	No
Rob Boyd	Sasktel	Yes	Yes	Yes
Katherine Butterworth	LexisNexis Risk Solutions	Yes	Yes	Yes
Nancy Bynoe	CBV Collection Services Ltd	Yes	Yes	Yes
Catia Carvalho	Rogers Communications	Yes	No	Yes
Selena Castellanos	Microsoft + Nuance	Yes	Yes	Yes
Mel Catral	Rogers Communications	Yes	Yes	Yes
Julian Charlicombe	TELUS	Yes	No	Yes
Jason Cheung	Bell Canada	No	Yes	No
Kevin Chong	Equifax	No	Yes	No
Andrew Chow	FICO	Yes	Yes	Yes

Attendee Name	Organization	Day 1	Day2	Networking
Catherine Ciccarelli	CBV Collection Services Ltd	Yes	Yes	Yes
Iain Coffey	A-1 Credit Recovery & Collection Services Inc	Yes	Yes	Yes
Sean Collins	Rogers Communications	Yes	Yes	No
Frank Cornacchia	LexisNexis Risk Solutions	Yes	Yes	Yes
Ayo Dawodu	Bell Canada	Yes	Yes	No
Amaneet Dhaliwal	Rogers Communications	No	Yes	Yes
Simone Donegan	Rogers Communications	No	Yes	No
KaraLea Douglas	Rogers Communications	Yes	Yes	Yes
Frank Dowell	Financial Debt Recovery Ltd	Yes	Yes	Yes
Deborah Evans	Rogers Communications	Yes	Yes	Yes
Vanessa Freimuller	Rogers Communications	Yes	No	Yes
Denise Guthrie	Freedom Mobile	Yes	Yes	Yes
Lanyi Huang	Bell Canada	Yes	Yes	Yes
Bobby Hussain	Rogers Communications	Yes	Yes	Yes
Daniela Iszlai	TELUS	Yes	Yes	Yes
Juan Jose Olmedo Saavedra	Freedom Mobile	Yes	Yes	Yes
Hamzah Khan	Bell Canada	Yes	Yes	Yes
Yaseen Khan	Sasktel	Yes	Yes	Yes

Attendee Name	Organization	Day 1	Day2	Networking
Alexander Kruckowski	Bell Canada	Yes	Yes	
Matthew Kruschack	TransUnion	Yes	Yes	
Damian Lalljee	TELUS	Yes	Yes	Yes
Ron Lo	Symend	Yes	Yes	Yes
Tim Maciejewski	AuthenticID	Yes	Yes	Yes
Kathleen Maley	Experian	Yes	Yes	Yes
Stephanie McFarland	C&R Software	Yes	Yes	Yes
Ken Musmacker	LexisNexis Risk Solutions	Yes	Yes	Yes
Wassim Naguib	Freedom Mobile	Yes	Yes	Yes
Ted Nham	FICO	Yes	Yes	Yes
Jon Nikkel	Rogers Communications	Yes	Yes	Yes
Andrew Nikolishyn	Rogers Communications	Yes	Yes	Yes
Tony Pampena	CBV Collection Services Ltd	Yes	Yes	Yes
Jared Pautler	Bell Canada	Yes	Yes	
Jelena Pavcic	TELUS	Yes	Yes	Yes
Shrey Paymaster	Rogers Communications	Yes	Yes	Yes
Sarah Peleshok	Rogers Communications	Yes	Yes	Yes
Darren Pong	Rogers Communications	Yes	Yes	Yes



Attendee Name	Organization	Day 1	Day2	Networking
Jennifer Pyz	Experian	Yes	Yes	No
Teresa Rainho	Rogers Communications	No	Yes	No
Andrea Ranieri	Symend	Yes	Yes	Yes
Jackie Richardson	TELUS	Yes	Yes	
Sarah Rogers	Microsoft + Nuance	Yes	Yes	Yes
Mackenzie Rozga	Equifax Canada	Yes	Yes	Yes
Jeremy Russell	C&R Software	Yes	Yes	Yes
Anthony Sabatelli	Rogers Communications	Yes	No	Yes
Arun Sellathurai	TELUS	Yes	Yes	Yes
Alex Shanayderman	TSI Canda	Yes	Yes	Yes
Jim Shaw	TSI Canada	Yes	Yes	Yes
Alanna Shuh	LexisNexis Risk Solutions	Yes	Yes	Yes
Katie Silverthorne	Microsoft + Nuance	Yes	Yes	Yes
Kara Simpson	TRMA Canada	Yes	Yes	Yes
Walter Skobel	Financial Debt Recovery Ltd	Yes	Yes	Yes
Krista Smith	Bell Canada	Yes	Yes	Yes
Soundarya Srinivasagan	Bell Canada	Yes	Yes	
Shayne Stone	Progressa	Yes	Yes	Yes

Attendee Name	Organization	Day 1	Day2	Networking
Sujay Sukumaran	Rogers Communications	Yes	Yes	Yes
Natalie Thomson	CBV Collection Services Ltd	Yes	Yes	Yes
Steve Valenzuela	TELUS	Yes	No	Yes
Irina Vasina	TELUS	Yes	No	
Darryl Waddell	Freedom Mobile	Yes	Yes	Yes
Donald Williams	Rogers Communications	Yes	No	Yes
Meg Wilson	Experian	Yes	Yes	Yes
Masterthataphong Wisutthanawit	Bell Canada	Yes	Yes	
Edward Yu	TransUnion	Yes	Yes	Yes

**See you at the conference!**

