

Professional Profile

Bert Pereboom currently serves as the Senior Manager, Urban and Housing Market Policy at Canada Mortgage and Housing Corporation (CMHC). In this role, Mr. Pereboom leads the development of high quality, innovative research and policy advice for senior management and government stakeholders on housing market issues.

Mr. Pereboom holds an MA in Economics from Harvard University and has completed the course requirements for a PhD in Economics at Harvard. He has successfully applied a set of deep analytic, policy, research, communication, and strategic thinking skills to a diverse set of housing issues to deliver innovative, thoughtful and practical policy advice.

Prior to joining CMHC, Mr. Pereboom was Senior Managing Consultant in the Strategy and Analytics practice of IBM Global Business Services, using advanced analytics techniques including regression analysis, predictive analytics and optimization. Areas of particular strength include workforce analytics, safety and risk management, product safety and traceability, customer analytics, and scheduling optimization solutions. Mr. Pereboom has over 30 years of experience in managing projects, providing policy and business analysis, solution design and delivery in a wide variety of industries, including government, manufacturing, transportation, financial services, health, and information technology sectors.

Education and Background

- PhD Candidate, Harvard University, dissertation topic: Post-Merger Wage Settlements
- Master of Arts in Economics, Harvard University, Cambridge, MA, 1986
- Bachelor of Arts in Economics and Philosophy, Calvin College, Grand Rapids, MI, 1981
- Citizenship: Canada, with claim on Netherlands citizenship by birth
- Languages spoken:
 - English – Fluent
 - French –Exempt/B/B in Comprehension/Writing/Oral
 - Dutch - Conversational
- Secret Security Clearance

Employment History

- | | |
|---------------------------|--|
| April 2019-Present | Canada Mortgage and Housing Corporation, Ottawa
Senior Manager, Urban and Housing Market Policy <ul style="list-style-type: none">• Secretariat Lead, Expert Panel on the Future of Housing Supply and Affordability• Project Director, UrbanSim Land Use and Housing Microsimulation Modelling for Urban Regions of Canada• Project Lead, Market Integrity Index for Real Estate• CMHC Representative, Canada-BC Working Group on Real Estate |
|---------------------------|--|

- Jan 2016-Apr 2019 Canada Mortgage and Housing Corporation, Ottawa
Senior Manager, Policy and Research, Housing Finance**
- Strategic policy development, division risk management, quality assurance, and work and resource planning
 - Research in key policy issues include the role of government in housing and housing finance, vulnerabilities and risks in the housing finance system, policy measures to address housing market imbalances, the National Housing Strategy, and CMHC Capital and Dividend Policy.
- Jan 2015-Jan 2016 Canada Mortgage and Housing Corporation, Ottawa
Manager, Policy Operations, Housing Finance**
- Strategic policy development, division risk management, and work and resource planning
 - Key policy issues include risk allocation in insurance design, prudential insurance access criteria, securitization policy and pricing, and the role of government in housing
- Feb 2004-Jan 2015 IBM Canada, Ottawa
Senior Managing Consultant, Advanced Analytics**
- Specializing in Analytics in support of Organization Strategy, Risk Management, and Safety
 - Diverse client list in Government, Financial Institutions, Pharmaceuticals, and Transportation
- July 1995-Feb 2004 Peartree Solutions Inc., Ottawa
President and Principal**
- Labour Market Analysis and Sectoral HR Strategy Development and Planning
 - Research Papers on the National Graduates Survey
 - Research Coordinator for the Expert Panel on Skills of the Prime Ministers' Advisory Council on Science and Technology
- Jun 1989-Jul 1995 Canadian Labour Market and Productivity Centre, Ottawa
Senior Program Officer**
- Research on Workplace Change, Measurement of Training, Labour Productivity, Unemployment Insurance Policy Reform
 - Secondment (HRDC-LMPP) with the Canadian National Office of the United Steelworkers of America, Empowering Workers Agenda

**Sep 1988–Jun 1989 Department of Finance, Government of Canada, Ottawa
Economist, Fiscal Policy and Economic Analysis**

- Labour Turnover and Mobility
- Older Worker Unemployment
- Mergers and Acquisitions under Free Trade

**Sep 1987–Aug 1988 Department of Economics, Harvard University
Instructor**

- Associate Head Tutor for Sophomore Tutorial Program
- Fundamentals of Economics

Skills and Experience

Project Management, Planning, and Development

Project manager for four large projects; responsible for all aspects of successful project engagement, including project planning, client relationship management, and quality control. Projects included two large human resource projects (in aviation manufacturing and maintenance and rail), an industry analysis of the Canadian Craft sector, and a workforce analytics project with Industry Canada. Similar work on smaller projects included economic and human resource analysis of agriculture, pharmacy, grocery products, public policing, meat processing, passenger bus transportation, and energy.

Mr. Pereboom also served as research coordinator for the Expert Panel on Skills of the Prime Minister's Advisory Council on Science and Technology in 1998-99. The final report of the Panel, *Stepping Up: Skills and Opportunities in the Knowledge Economy*, examined the capacity of Canada's educational system to provide the skills required in five key knowledge intensive sectors of the Canadian economy: information technology, biotechnology, environmental industries, aviation manufacturing, and automotive parts and assembly.

Policy Development and Public Consultation

Mr. Pereboom has worked with many organizations on policy development, including public and stakeholder consultations for more effective policy and improved implementation. He served as a task force member on three of the four stakeholder working groups that comprised the Whitehorse Mining Initiative in 1995, and worked with several industries including rail, policing, and aviation manufacturing to design collaborative approaches to skills development and workforce planning. Mr. Pereboom has deep experience in writing policy and planning documents for multi-stakeholder groups that focus on common ground to foster wide-spread support for resulting program initiatives.

Workforce Analytics and Human Resource Planning

Managed projects in the rail and aviation maintenance and manufacturing involving gathering employee micro data from large enterprises in the industry to develop an industry-wide national database of employees by specific job category. Projects also included analysis of the skill development systems of these occupations, and scenario development examining the range of potential gaps in the market for specific skills.

Sector Strategic Studies

Each of these assignments were multi-stakeholder engagements that considered the economic, social, technological and regulatory factors affecting the industry and the consequent human resource issues. Using a combination of a literature reviews, survey of employers, interviews, and focus groups, the studies culminated in the development of recommendations to address the HR issues identified. Recommendations were endorsed and implemented by a Steering Committee of employers, union representatives, educational institutions and government. Sectors included:

- Canadian Public Policing Sector Study, 2001
- Railway Human Resource Sector Study, 2002
- Aviation Maintenance and Manufacturing Human Resource Study, 2002
- Sector Human Resource Needs Analysis of the Canadian Energy Sector, 2002

Client Summary (Details available on Request)

Industries:

Financial

Banking: RBC, Scotiabank, TD Bank

Insurance: American International Group (AIG), CIGNA

Distribution

Consumer Packaged Goods: Grocery Products, Red Meat

Retail: RONA, GolfTown, CVS Pharmacy

Travel and Transportation: Aviation, Rail, Trucking, Bus, Oil

Pipelines (Enbridge)

Life Sciences: Biotechnology, Environment, Pharma (Genentech)

Industrial

Aerospace & Defense: Aviation Manufacturing

Automotive: Auto Parts Industry

Chemical & Petroleum: Petroleum Refining

Public Sector

Health care: Pharmacy, Nursing, Agriculture, Public Health

Public: Policing Police, Urban Transit, Food Safety, Transport Safety, Services Canada, National Defence, Agriculture Canada, Canadian Food Inspection Agency

- Project Domains:**
- Strategic Policy
 - Analytics, Data Quality and Business Intelligence
 - Strategic Planning
 - Human Capital Management
 - Performance and Quality Improvement
 - Stakeholder Consultation and Engagement

Selected Publications

Catalog in WorldCat: <http://www.worldcat.org/identities/lccn-n2006069320/>

Bert Pereboom and Keith Stewart, *UrbanSim: A platform to support urban planning with market insight*. **Plan Canada**, Volume 59, Number 3, Winter 2019.

Bert Pereboom and Bruce Johnson: *Workforce Analytics: Enabling Workforce Transformation*, in: **IHRIM Link**, April, (IHRIM) International Association for HR Information Management, 2007.

Bert Pereboom, Ted Wannell, and Laval Lavellee; *Canada. Human Resources Development Canada. Does the straight and narrow pay? : The Path to a Degree and Labour Market Outcomes*, Ottawa: Human Resources Development Canada, Strategic policy research paper, R-00-2-1E, 2001.

Bert Pereboom, Irving Silver and Laval Lavellee: *Labour Market Transitions of Graduates*, Ottawa, Canada: Human Resources Development Canada, Applied Research Branch, R-00-1-9-E, 2001.

Bert Pereboom and Chris Parsley, *Case Studies in Adjustment to Environmental Change*, Ottawa: Canadian Labour Market and Productivity Centre, 1996.

Bert Pereboom and Gary Fletcher, *Profile of the Biotechnology Sector*, Ottawa: Advisory Council on Science and Technology, 1999.

Bert Pereboom and Timothy Denton, *Profile of the Information and Communication Technology Sector*, Ottawa: Advisory Council on Science and Technology, 1999.

---END---