

**IN-  
HOUSE**

**Lobby SHOPS**

ASSOCIATIONS and More ...

# TOP 100

LOBBYISTS  
OF THE 44<sup>TH</sup> PARLIAMENT

YOUR COMPLETE REFERENCE GUIDE TO THE **TOP-  
PERFORMING GOVERNMENT RELATIONS EXPERTS**





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Compiled by Hill Times Publishing  
Designed by Joey Sabourin & Naomi Wildeboer

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The Hill Times lists the best lobbyists working on the federal scene for the past three years. Your complete reference guide to the current top-performing government-relations consultants, industry representatives, and influencers making their mark in Ottawa.



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# 01 | TOP 100 LOBBYISTS 2023







Innovation Minister François-Philippe Champagne was the top-lobbied cabinet minister in 2022. *The Hill Times* photograph by Andrew Meade

## Top 100 Lobbyists in 2023: green tech and economy boosting set for top advocacy priorities in 2023, say lobbyists

**Lobbyists anticipate this year's federal budget could be the last before the next election.**

BY JESSE CNOCKAERT, STEPHEN JEFFERY

Lobbying activity related to building the economy and the green technology sector will likely find traction in 2023 as the parties look ahead to a possible federal election before 2025, according to lobbyists.

"I honestly think a lot of what will define 2023 is what will or will not be in the budget. I think Canadians are facing hard economic times. I think that's going to be front and centre," said Daniel Perry, a Summa Strategies consultant and conservative commentator. "I think if you were in the green-tech sector, you're going to have a great 2023. If you're in the agriculture sector, or if you're in parts of the financial sector, such as open banking, you're probably not going to have the same year as others, just because the government's really focusing on resetting the economy, [and] looking to fund green-tech projects."

The 2023 federal budget is to be unveiled on March 28, which Perry said he expects to be the "budget of austerity." He said

the Liberals will likely favour projects that boost the economy for the rest of 2023 in order to secure a strong position if an election comes in the near future.

"I think the government's going to have to walk this very, very fine line of looking to save money, but also at the same time allowing enough money to be put back into our economy so that we don't go into a recession," said Perry. "The reality is, if the Liberals do go into the election, either later this year or even next year, and the economy isn't coming along, they might have some real problems."

Kevin Bosch, a managing partner with Sandstone Group, told *The Hill Times* that the anticipation of an election makes it a critical time for lobbying, as the parties prepare their platforms. Parties begin thinking about their platforms a year or more in advance of an election, he said.

"I'm not expecting an election this year, although surprises do happen in a minority government. But I am thinking, obviously in 2024 or 2025 ... we are going to have an election," said Bosch, who is also a former deputy director of the Liberal Research Bureau. "Often parties will match each other at election time. They'll say, 'Okay, this party promised pharmacare, so we're going to promise it, too.' If you can get a given idea that you're pushing for into a platform, it's almost like a gold medal in the lobbying world."

A major driving factor for the federal government will likely be the electrification of the economy, according to Bosch. "We're moving towards net zero. Anything related to clean energy, [and] moving off of carbon ... is going to be hot," he said. "If we're all going to be driving electric cars ... we're going to have to revolutionize the electric grid in Canada. I think there'll be a lot of desire for the government to get active on that, whether it's

# Top 100 Lobbyists in 2023

building up the grids or building the cars or building the net zero future THAT we're all aiming towards. I think that's going to be the theme of the next 10 or 20 years, let alone the next year."

Jacquie LaRocque, founder of the consulting firm Compass Rose and a former Liberal ministerial Hill staffer, told *The Hill Times* that this year's budget will likely be the last before an election is called, and so eyes will be on the Liberal government to release concrete plans to carry-forward its commitments.

"When you're realistically looking at a forthcoming, [and] likely last budget before the next election, you look at the commitments that the government's made, and you say, where to next? What now?" she said. "Watchers are really seeking to get beyond words by looking at, what are the details of that fiscal responsibility? And at the same time, where are the plans for growth of our economy, because without the growth of our economy, the other commitments that are in platforms ... cannot get implemented."

## Credibility and thinking outside the box key for lobbyists in 2023

Lobbyists who wish to succeed in this environment need a combination of credibility, subject matter expertise, and a willingness to try new approaches on behalf of their clients or organizations, according to some consultants.

"I believe the success of our team ... is about mastery of our subject matter and credibility in representing clients to the federal government," said Chris Benedetti, managing partner at Sussex Strategy. "You have to understand both how government works, but also understand how your issue and subject matter fits into the larger agenda and how to find alignment between the two."

That view was echoed by Sheamus Murphy, partner and federal practice lead at Counsel Public Affairs. In addition to the ability to communicate complex issues clearly and effectively, Murphy said commanding both trust and respect were vital for top lobbyists.

Rather than "connections, the number of meetings or adaptability," Murphy said top lobbyists reflect attributes such as a commitment to "contributing to the broader public debate and working across partisan lines," the achievement of wins for their clients or sector on issues of national importance, and "enhancing the reputation of the lobbying industry as a whole, as a leader within their own firm [or] organization and as an ethical contributor to better public policy."

Kate Harrison, vice-chair at Summa Strategies, said that being an

effective lobbyist involved putting aside your own partisan views to navigate government and major issues.

"You need to be able to put yourself in decision-makers' shoes even if you have nothing in common with them, and guide your client accordingly," she said.

Dave Carey, vice-president of government and industry relations at the Canadian Canola Growers Association, said top lobbyists "are able to disagree without being disagreeable by focusing on bad policy, not bad people."

"They have seats at tables where decisions are made," he said. "They are sought out by parliamentarians, department officials and industry leaders for their input and opinion on key issues. They are listened to, respected and used as sounding boards."

Carey said those skills are important, as "Ottawa has never been more crowded, with parliamentarians still stuck between in-person and virtual."

Ashton Arsenault, vice-president at Crestview Strategy, said he expects that virtual meetings could become a permanent fixture of lobbying, which made it important for lobbyists to be able to master both in-person and online versions.

"COVID fundamentally changed how we engage with decision-makers and stakeholders," he said.

Visibility is important, but a lobbyists' effectiveness should not be measured by the number of meetings held or communication reports filed with the federal lobbyists' registry, Arsenault said. "An effective federal lobbyist, above all else, is somebody who is able to consistently achieve objectives on behalf of their clients or organization," he said. "In short, drive outcomes."

For newer members of the profession, Christian von Donat, vice-president of government relations and strategy at Impact Public Affairs, recommended thinking outside the box.

"Over my seven years with Impact, it's been the constant push to think innovatively and to not be afraid to try new strategies that have yielded some big wins on behalf of clients I work with," he said. "Politicians and staff are so conditioned to 30-minute meetings, evening receptions, one-pagers... the true test for top lobbyists is breaking out of what is perfectly fine in order to deliver something special."

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# Top 100 Lobbyists 2023

*The Hill Times* compiled this list after reaching out to more than 30 lobbyists, including both in-house representatives and consultants, on background for input. The list is not a popularity contest, but is intended to showcase prominent lobbyists at the federal level based on their reputation and perceived effectiveness, as judged by their peers. This list was compiled by *The Hill Times* reporter Jesse Cnockaert and Lobby Monitor editor Stephen Jeffery, and organized alphabetically by the lobbyist's last name.

Lobbyist	Title	Organization
Andre Albinati	Principal	Earncliffe Strategy Group
Ashton Arseneault	Vice-president	Crestview Strategy
Chris Aylward	National president	Public Services Alliance Canada
Jennifer Babcock	Senior director, government and public affairs	Canadian Cattle Association
Alana Baker	Senior director, government relations	Automotive Industries of Canada
Andrew Balfour	Managing partner (Ottawa)	Rubicon Strategy
Tim Barber	Principal	Bluesky Strategy Group
Perrin Beatty	President and CEO	Canadian Chamber of Commerce
Hardave Birk	Government relations director	Shaw Communications
Kevin Bosch	Managing partner	Sandstone Group
Michael Bourque	CEO	Canadian Real Estate Association
Sam Boutziouvis	Vice-president, government relations	SNC-Lavalin
Diane Brisebois	President and CEO	Retail Council of Canada
Bea Bruske	President	Canadian Labour Congress
Tabatha Bull	President and CEO	Canadian Council for Aboriginal Business
Stéphane Cardin	Director of public policy	Netflix
Dave Carey	Vice-president, government and industry relations	Canadian Canola Growers Association
Philip Cartwright	Senior vice-president	Global Public Affairs
Sean Casey	Managing director	PAA Advisory
George Christidis	Vice President Government Relations and International Affairs	Canadian Nuclear Association
Gary Clement	Director, government relations	TD Bank Group
Paul-Emile Cloutier	President and CEO	HealthCareCAN
Catherine Cobden	President and CEO	Canadian Steel Producers Association
David Cooper	Vice-president, government relations	Centre for Israel and Jewish Affairs
Laura D'Angelo	Vice-president, national strategy and public affairs	Enterprise Canada
Dennis Darby	President and CEO	Alliance of Canadian Manufacturers and Exporters
Paul Deegan	President and CEO	News Media Canada
John Delacourt	Senior vice-president	Counsel Public Affairs
Joanne Dobson	Senior Director, government relations (federal and Ontario)	Air Canada
Bruce Drysdale	Managing partner	Longview Communications
Simon Dwyer	Director, government affairs	BCE
Kristina Farrell	Director	Temple Scott Associates
Deborah Flint	President and CEO	Greater Toronto Airports Authority
Marlene Floyd	National director, corporate affairs	Microsoft Canada
Cheryl Fougere	Senior manager of government relations	Rogers Communications
Pamela Fralick	President	Innovative Medicines Canada
Robert Ghiz	President and CEO	Canadian Wireless Telecommunications Association
Andy Gibbons	Vice-president	WestJet Airlines
Jacob Glick	Vice-president, public policy	Telus Corp.
Sarah Goldfeder	Manager of government relations	General Motors of Canada
Pierre Gratton	President and CEO	Mining Association of Canada
Tim Gray	Executive director	Environmental Defence
Susie Grynol	President and CEO	Hotel Association of Canada
Kate Harrison	Vice-chair	Summa Strategies
Bruce Hartley	Senior partner	Prospectus Associates
Katie Heelis	Vice-president and health practice lead	Enterprise Canada
Steven Hogue	Director, Global Policy and Public Affairs (Canada)	Pfizer Canada ULC
Kelly Hutchinson	Public Affairs counsellor	Compass Rose Group

# Top 100 Lobbyists 2023

Lobbyist	Title	Organization
Goldy Hyder	President and CEO	Business Council of Canada
Dan Kelly	President, CEO, and chair	Canadian Federation of Independent Business
Lauren Kennedy	Director, public affairs	Chicken Farmers of Canada
Jason Kerr	Managing director, government relations	Canadian Automobile Association
Brian Kingston	President and CEO	Canadian Vehicle Manufacturers' Association
James Kusie	Vice president, public and government affairs	Imperial Oil
Tim Lambert	CEO	Egg Farmers of Canada
Eric Lamoureux	Managing partner	PAA Advisory   Conseils
Jacquie LaRocque	Principal	Compass Rose Group
Jacques Lefebvre	CEO	Dairy Farmers of Canada
Megan Leslie	President and CEO	World Wildlife Fund
Dan Lovell	Senior associate	Sussex Strategy Group
Robin MacLachlan	President	Summa Strategies
Greg MacNeil	Director of government relations	Irving Shipbuilding
Dan Mader	Partner	Loyalist Public Affairs
Elise Maheu	Head of government affairs	3M Canada
Monica Masciantonio	Vice-president, government affairs	Scotiabank
Kelly Masotti	Vice-president, advocacy	Canadian Cancer Society
Bob Masterson	President and CEO	Chemistry Industry Association of Canada
Devin McCarthy	Senior vice-president	Sussex Strategy Group
Dave McHattie	Institutional relations director	Tenaris
Colin McKay	Head of public policy and government relations	Google Canada
Don Moors	President	Temple Scott Associates
Sheamus Murphy	Partner and federal practice lead	Counsel Public Affairs
Derek Nighbor	President and CEO	Forest Products Association of Canada
Chima Nkemdirim	Vice-president, government relations	Shaw Communications
Wendy Noss	President	Motion Picture Association - Canada
Monette Pasher	President	Canadian Airports Council
John Penner	Vice-president	Strategy Corp
Azin Peyrow	Director, government relations	Canadian Medical Association
Beth Potter	President and CEO	Tourism Industry Association
Alex Pourbaix	President and CEO	Cenovus Energy
David Pratt	Principal	David Pratt and Associates
Pierre Pyun	Vice-president, government affairs and public affairs	Bombardier
Gordon Quaiattini	Partner	Maple Leaf Strategies
Mark Resnick	Managing director	McMillan Vantage Policy Group
Chad Rogers	Partner	Crestview Strategy
Elizabeth Roscoe	Senior vice-president	Rubicon Strategy
Carole Saab	CEO	Federation of Canadian Municipalities
Conrad Sauvé	President and CEO	Canadian Red Cross
Susan Smith	Principal	Bluesky Strategy Group
Jennifer Sloan	Vice-president of public policy (Canada)	Mastercard
Andrew Steele	Vice-president	StrategyCorp
Leslie Swartman	Senior director, government relations	MDA
Robert Taylor	Assistant vice-president, North American advocacy	Railway Association of Canada
Gordon Taylor Lee	Managing Partner	NATIONAL Public Relations
Matt Thompson	Vice-president, associate general counsel	CORUS
Carla Ventin	Senior vice-president, government relations	Food, Health, and Consumer Products Canada
Flavio Volpe	President	Automotive Parts Manufacturers' Association
Joelle Walker	Vice-president, public affairs	Canadian Pharmacists Association
George Wamala	Director, regulatory and government affairs	RBC
Huw Williams	President	Impact Public Affairs



## Top 10 lobbied ministers in 2022

Name	Role(s)	Communications
François-Philippe Champagne	Minister of Innovation, Science and Industry	283
Jonathan Wilkinson	Minister of Natural Resources	205
Steven Guilbeault	Minister of Environment and Climate Change	199
Marie-Claude Bibeau	Minister of Agriculture and Agri-Food	177
Omar Alghabra	Minister of Transport	154
Randy Boissonnault	Minister of Tourism and Associate Minister of Finance	145
Jean-Yves Duclos	Minister of Health	115
Chrystia Freeland	Deputy Prime Minister and Minister of Finance	103
Mona Fortier	President of the Treasury Board	87
Mary Ng	Minister of International Trade, Export Promotion, Small Business and Economic Development	81

*This table shows the federal ministers who were listed in the most communication reports in 2022. Information courtesy of the federal lobbyists' registry.*

## Top 10 lobbied departments in 2022

Department/Institution	Communications
House of Commons	10,170
Innovation, Science and Economic Development Canada	3,118
Environment and Climate Change Canada	2,040
Finance Canada	1,764
Natural Resources Canada	1,651
Global Affairs Canada	1,465
Senate of Canada	1,374
Prime Minister's Office	1,301
Health Canada	1,218
Canadian Heritage	1,060

*This table shows the federal departments that appeared in the most communication reports in 2022. Information courtesy of the federal lobbyists' registry.*

## Top 10 lobbied issues in 2022

Topic	Communication Reports
Environment	5,528
Economic Development	4,910
Health	4,220
Industry	3,965
Energy	3,838
Agriculture	3,253
Climate	3,099
Science and Technology	2,845
International Trade	2,652
Research and Development	2,625

*This table shows the most frequently listed subject matter for discussion in communication reports filed in 2022. Information courtesy of the federal lobbyists' registry.*

## Top 10 lobbied public office holders/staffers in 2022

Name	Role(s) held in 2022	Office	Communications
Eamonn McGuinty	Senior Policy Advisor	Minister of Environment and Climate Change	297
Michael Brewster	Director of Policy (Nature and Biodiversity)	Minister of Environment and Climate Change	265
Francis Drouin	Liberal MP, and Parliamentary Secretary to the Minister of Agriculture and Agri-Food		260
Kevin Deagle	Senior Policy Advisor	Minister of Innovation, Science and Industry	255
Peter Opdam	Senior Policy Advisor; Policy Advisor	Minister of Innovation, Science and Industry	231
Kurtis Layden	Senior Policy Advisor	Minister of Environment and Climate Change	228
Fiona Simons	Director of Policy (Clean Energy and Innovation)	Minister of Natural Resources	223
Blake Oliver	Senior Policy Advisor	Minister of Natural Resources; Deputy Prime Minister and Minister of Finance	219
Bianca Hossain	Policy Advisor	Minister of Innovation, Science and Industry	211
Anson Duran	Senior Policy Advisor	Minister of Innovation, Science and Industry	208

*This table shows the designated public office holders or staff members who appeared in the most communication reports in 2022. Information courtesy of the federal lobbyists' registry.*

# 02 | TOP 100 LOBBYISTS 2022





Innovation Minister François-Philippe Champagne was the top-lobbied cabinet minister in 2021. *The Hill Times* photograph by Andrew Meade

## Top 100 Lobbyists 2022: Hybrid model is new norm for lobbyists tired of virtual meetings

**After years of mostly virtual meetings, lobbyists are ready to embrace a hybrid model balancing remote communications with in-person events. But mostly lobbyists want to get back to meeting people.**

BY JESSE CNOCKAERT

A return to more in-person meetings in 2022 may reduce the extraordinarily high level of government engagement that has been typical during the COVID-19 pandemic, but probably not down to pre-pandemic levels, according to some lobbyists.

"I think we may already be starting to see a tapering-off as we bounce back from COVID," said Jason Kerr, president of the Government Relations Institute of Canada (GRIC). "As we begin, increasingly, to resume regular in-person meetings with officials in the coming months, I think we will see a natural corresponding

shift downward in lobbying activities, because there just would not be enough time in the day to keep those levels up."

Lobbyists who have relied almost exclusively on virtual meetings to connect with government officials for the past two years during the pandemic are increasingly viewing in-person meetings as an option again as pandemic restrictions show signs of lifting across Canada, according to Kerr, who is also the managing director of government relations for the Canadian Automobile Association. On March 8, the Government of Ontario announced plans to scrap most mask mandates beginning on March 21 in the province, including in schools, restaurants, gyms, and stores, with other remaining health restrictions to drop by the end of April.

Lobbying activity surged during the COVID-19 pandemic, with the number of active registrations on the federal lobbyists' registry reaching a peak of 4,849 as of March 10, 2022, the registry shows. The fiscal year period between April 2020 and March 2021 included a record-setting average of 4,520 active registrations each month, according to an Office of the Commissioner of Lobbying annual report released on June 15, 2021. The pandemic also resulted in a record of 29,029 monthly communication reports filed for the 2020-2021 fiscal year, according to the registry.

The high volume of lobbying during the pandemic may be partly attributed to most of the meetings occurring virtually, according to Kerr. Virtual meetings don't require any travel time, which potentially allows lobbyists and parliamentarians to squeeze more meetings into a day, he said. The return of in-person meetings, and the travel required to participate in them, could reduce the amount of time spent lobbying, he said.

## Top 100 Lobbyists in 2022

"Think about walking down Sparks Street, going through security, [and] waiting around in all its forms. It eats up a lot of a lobbyists' time," said Kerr. "The ability to take back-to-back meetings without having to work in travel time is especially efficient for government relations professionals, as well as elected officials."

Even with a possible reduction in total meetings in 2022, there are many lobbyists and parliamentarians who are eager to return to more in-person meetings, according to Kerr. In-person engagements are expected to also increase in the summer as the warmer weather sets in, he said.

"Typically, I would say the ability to build a relationship with those you're meeting as you arrive and exit through informal chit-chat is missed in a virtual world, as is the ability to read nonverbal cues," said Kerr. "For the GR community as a whole, I think the opportunity to gather and network is something that's really been missed, and will be great to get back to, and give us a reason to get away from our screens."

Daniel Perry, a consultant for Summa Strategies and a Conservative strategist, agreed that virtual meetings can be more efficient in terms of time, and he also said there is an appetite among lobbyists and government officials to resume in-person meetings because they are "tired of being behind computer screens."

"I think the convenience of having back-to-back meetings is outstanding, and not having a commute time," said Perry. "At the same time, that face-to-face is very important to help build relationships. I think when it comes to lobbying, what we'll be seeing is that throughout the day we'll be having a lot of meetings virtually, but then at night we'll be seeing traditional receptions come back so we'll be able to see the people you talked with earlier."

Perry began as a consultant at Summa in January 2021, while the pandemic was already underway. Perry said that what he looks forward to about an increase in in-person meetings is the opportunity to meet face-to-face with people who he's gotten to know only through emails and phone calls.

A slight decrease in lobbying activity in 2022 compared to the last two years may also be expected because organizations have gained more experience in understanding the emergency federal programs related to the pandemic, he said.

"At the beginning of the pandemic, people didn't know what was going on. There was a lot of money on the table, [and] no one really knew how to access that," he said. "No one knew what was going on, so they turned to government relations professionals to

provide some insight and some advice on how best to approach the government, whether that was how to access programs, or to provide support or solutions to the challenges that Canadians are facing."

Perry said he expects a "small decrease" in overall lobbying in 2022, but said engagements could still be higher than pre-pandemic years. Parliamentarians and government staff wanted to show leadership during the pandemic by making themselves available to lobbyists, and there is now an expectation for that level of availability to continue, Perry said.

Christian von Donat, vice-president of government relations and strategy at Impact Public Affairs and former chief of staff to Liberal MP Yvonne Jones (Newfoundland and Labrador), told *The Hill Times* he has in-person meetings scheduled for the remainder of March, including with dozens of MPs across different parties.

"I don't think virtual meetings have, or ever really did, fully replace in-person [meetings]. I think when you're meeting with somebody in a virtual setting, you can have technology issues. Sometimes the meeting isn't as clear, or you're not able to communicate effectively. I feel there's a bit of a relationship side that's lacking," he said. "I also hear from Parliamentarians and ministerial staff that they're very keen to meet in-person again. I think that people don't want to sit home like they have for two years. We're social people. Engagement and interactions, and those types of physical meetings, I think are part of human nature."

Barbara Fox, CEO of Enterprise Canada, said that the hybrid model combining in-person and virtual meetings is "here to stay" because people have realized the efficiency of virtual meetings.

"In the next little while people are going to try to do more in person, just to make that connection, but once that's done, both [in-person and virtual] are going to be what we see going forward," she said. "The in-person receptions, I understand, have started up again. I think people are looking forward to those starting up again."

Some organizations won't want to let go of virtual meetings because communicating with government officials remotely is less costly than traveling to Ottawa for in-person meetings, said Fox.

"This sort of virtual approach has also leveled the playing field for some of the players that didn't feel they could be hosting a larger, elaborate Parliament Hill day," said Fox. "I've heard of a lot of smaller groups that say, 'Now I'm prepared to try this,' whereas before it was just a little too overwhelming."

*jcnockaert@hilltimes.com*



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Alana Baker	Senior director, government relations	Automotive Industries of Canada
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Tim Barber	Principal	Bluesky Strategy Group
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Tabatha Bull	President and CEO	Canadian Council for Aboriginal Business
Stéphane Cardin	Director of public policy	Netflix
Dave Carey	Vice-president, government and industry relations	Canadian Canola Growers Association
Mary Anne Carter	Principal	Earncliffe Strategy Group
Philip Cartwright	Senior vice-president	Global Public Affairs
Jackie Choquette	Vice-president	Crestview Strategy
George Christidis	Director, national and international government affairs	Canadian Nuclear Association
Jason Clark	Director, policy and government relations	Clean Prosperity
Gary Clement	Director, government relations	TD Bank Group
Catherine Cobden	President and CEO	Canadian Steel Producers Association
David Cooper	Vice-president, government relations	Centre for Israel and Jewish Affairs
Alayne Crawford	Associate partner, federal public sector	IBM Canada
Dennis Darby	President and CEO	Alliance of Canadian Manufacturers and Exporters
John Delacourt	Vice-president, public affairs	Hill and Knowlton Strategies
Joanne Dobson	Director, government relations (federal and Ontario)	Air Canada
Hunter Doubt	Director	Global Public Affairs
Bruce Drysdale	Managing partner	Longview Communications
Simon Dwyer	Director, government affairs	BCE
Deborah Flint	President	Greater Toronto Airports Authority
Marlene Floyd	National director, corporate affairs	Microsoft Canada
Pamela Fralick	President	Innovative Medicines Canada
Robert Ghiz	President and CEO	Canadian Wireless Telecommunications Association
Andy Gibbons	Vice-president	WestJet Airlines
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Tim Gray	Executive director	Environmental Defence
Susie Grynol	President and CEO	Hotel Association of Canada
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Bruce Hartley	Senior partner	Prospectus Associates
Katie Heelis	Vice-president and health practice lead	Enterprise Canada
Steven Hogue	Director, federal and industry relations	Pfizer Canada ULC
Goldy Hyder	President and CEO	Business Council of Canada
Dan Kelly	President, CEO, and chair	Canadian Federation of Independent Business
Lauren Kennedy	Director, public affairs	Chicken Farmers of Canada



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James Kusie	Vice president, public and government affairs	Imperial Oil
Tim Lambert	CEO	Egg Farmers of Canada
Eric Lamoureux	Managing partner	PAA Advisory   Conseils
Louis-Alexandre Lanthier	Principal adviser	PAA Advisory   Conseils
Jacquie LaRocque	Principal	Compass Rose Group
Brad Lavigne	Partner and vice-president, Western Canada	Counsel Public Affairs
Jacques Lefebvre	CEO	Dairy Farmers of Canada
Megan Leslie	President and CEO	World Wildlife Fund
Jason Lietaer	President	Enterprise Canada
Greg MacEachern	Senior vice-president, government relations	Proof Strategies
Robin MacLachlan	President	Summa Strategies
Greg MacNeil	Director of government relations	Irving Shipbuilding
Dan Mader	Partner	Loyalist Public Affairs
Elise Maheu	Head of government affairs	3M Canada
Howard Mains	Senior managing principal	TACTIX
Monica Masciantonio	Vice-president, government affairs	Scotiabank
Kelly Masotti	Vice-president, advocacy	Canadian Cancer Society
Bob Masterson	CEO	Chemistry Industry Association of Canada
Devin McCarthy	Senior vice-president	Sussex Strategy Group
Dave McHattie	Institutional relations director	Tenaris
Colin McKay	Head of public policy and government relations	Google Canada
Don Moors	President	Temple Scott Associates
Sheamus Murphy	Partner and federal practice lead	Counsel Public Affairs
Derek Nighbor	President and CEO	Forest Products Association of Canada
Azin Peyrow	Director, government relations	Canadian Medical Association
Anthony Polci	Chief strategy officer and head of government relations	Canadian Bankers Association
Beth Potter	President and CEO	Tourism Industry Association
Alex Pourbaix	President and CEO	Cenovus Energy
David Pratt	Principal	David Pratt and Associates
Pierre Pyun	Vice-president, government affairs and public affairs	Bombardier
Gordon Quaiattini	Partner	Maple Leaf Strategies
Mark Resnick	Managing director	McMillan Vantage Policy Group
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Susan Smith	Principal	Bluesky Strategy Group
Andrew Steele	Vice-president	StrategyCorp
Leslie Swartman	Senior director, government relations	MDA
Robert Taylor	Assistant vice-president, North American advocacy	Railway Association of Canada
Gordon Taylor Lee	Managing Partner	NATIONAL Public Relations
Matt Thompson	Vice-president, associate general counsel	CORUS
Matt Triemstra	Associate principal	Navigator
Lauren van den Berg	Executive vice-president, government relations	Restaurants Canada
Carla Ventin	Senior vice-president, government relations	Food, Health, and Consumer Products Canada
Michael Villeneuve	CEO	Canadian Nurses Association
Flavio Volpe	President	Automotive Parts Manufacturers' Association
Joelle Walker	Vice-president, public affairs	Canadian Pharmacists Association
George Wamala	Director, regulatory and government affairs	RBC
Huw Williams	President	Impact Public Affairs

## Top 10 lobbied ministers in 2021

Name	Role(s)	Communications
François-Philippe Champagne	Minister of Innovation	224
Jonathan Wilkinson	Minister of Natural Resources	144
Omar Alghabra	Minister of Transport	112
Mona Fortier	President of the Treasury Board	110
Sean Fraser	Minister of Immigration	108
Steven Guilbeault	Minister of Environment and Climate Change	102
Marie-Claude Bibeau	Minister of Agriculture	90
Chrystia Freeland	Finance Minister	88
Mary Ng	Minister of International Trade	78
Seamus O'Regan	Minister of Labour	76

*This table shows the top 10 most-lobbied members of the current cabinet, based on communication reports filed in 2021. Note that a cabinet shuffle occurred on Oct. 26, 2021, which introduced nine new ministers to the cabinet, as well as changed the roles of some other ministers. Information courtesy of the federal lobbyists' registry.*



## Most Lobbied Non-Cabinet MPs

Name	Affiliation/Role(s)	Communications
Francis Drouin	Liberal, parliamentary secretary to the minister of agriculture	136
Erin O'Toole	Conservative, former Leader of the Conservative Party of Canada (Aug. 24, 2020 to Feb. 2, 2022)	117
Terry Duguid	Liberal, parliamentary secretary to the minister of environment	108
Francesco Sorbara	Liberal, former parliamentary secretary to the minister of national revenue (Dec. 12, 2019 to Aug. 15, 2021)	108
Dan Albas	Conservative, vice-chair of House Finance Committee	105
Kody Blois	Liberal, chair of House Agriculture Committee	100
Tony Baldinelli	Conservative, member of House International Trade Committee	84
Greg McLean	Conservative, member of House Natural Resources Committee	83
Richard Cannings	NDP, member of House Science and Research Committee	80
Greg Fergus	Liberal, parliamentary secretary to the prime minister and to the president of the Treasury Board	78
Patrick Weiler	Liberal, member of House Environment Committee and Indigenous and Northern Affairs Committee	77
Heather McPherson	NDP, deputy whip of the New Democratic Party	75
Ed Fast	Conservative, member of House Finance Committee	74
Lianne Rood	Conservative, deputy whip of the official opposition	72
Jim Carr	Liberal, chair of House Public Safety Committee. Former special representative for the Prairies (Jan. 12, 2021 to Oct. 26 2021)	71
Julie Dabrusin	Liberal, parliamentary secretary to the minister of natural resources and to the minister of environment	71
Ali Ehsassi	Liberal, former parliamentary secretary to the minister of innovation (Dec. 12, 2019 to Aug. 15, 2021)	71
John Barlow	Conservative, vice-chair of House Agriculture Committee	70
Randy Hoback	Conservative, vice-chair of House International Trade Committee	68
Pam Damoff	Liberal, parliamentary secretary to the minister of public safety	67
John Nater	Conservative, vice-chair of House Canadian Heritage Committee	66
Tracy Gray	Conservative, member of House Industry and Technology Committee	65
Ya'ara Saks	Liberal, parliamentary secretary to the minister of families	65
Matt Jeneroux	Conservative, member of House Transport Committee	64
Warren Steinley	Conservative, member of House Procedure and House Affairs Committee	63
Chris d'Entremont	Conservative, deputy speaker and chair of Committees of the Whole	58
Larry Maguire	Conservative, vice-chair of House Natural Resources Committee	58
James Maloney	Liberal, member of the National Security and Intelligence Committee of Parliamentarians	57
Andrew Scheer	Conservative, member Procedure and House Affairs Committee	57
Bryan May	Liberal, parliamentary secretary to the minister of national defence	56
Adam van Koeverden	Liberal, parliamentary secretary to the minister of health and to the minister of sport	56
Jagmeet Singh	Leader of the New Democratic Party	55
Scott Aitchison	Conservative, member of House Human Resources Committee	54
Ziad Aboultaif	Conservative, member of House Foreign Affairs Committee	53
Vance Badawey	Liberal, parliamentary secretary to the minister of Indigenous services	53
Colin Carrie	Conservative, member of House Environment Committee	52
Peter Fragiskatos	Liberal, parliamentary secretary to the minister of national revenue	52
Dane Lloyd	Conservative, member of House Public Safety Committee	51
Robert Oliphant	Liberal, parliamentary secretary to the minister of foreign affairs	51
Tako Van Popta	Conservative, member of House Public Safety Committee	50
Gary Vidal	Conservative, member of House Indigenous and Northern Affairs Committee	50
Alexandre Boulerice	NDP, former member of House Official Languages Committee (Jan. 25, 2021 to Aug. 15, 2021)	49
Rachel Bendayan	Liberal, parliamentary secretary to the minister of tourism and associate minister of finance	48
Andy Fillmore	Liberal, parliamentary secretary to the minister of innovation	47
Stephanie Kusie	Conservative, vice chair of House Human Resources Committee	47
Alistair MacGregor	NDP, member of House Agriculture Committee	47
Lloyd Longfield	Liberal, member of House Environment Committee	46
Laurel Collins	NDP, member of House Environment Committee	45
Marcus Powlowski	Liberal, member of House Health Committee	45
Salma Zahid	Liberal, chair of House Citizenship and Immigration Committee	45

# 03 | TOP 100 LOBBYISTS 2021







Prime Minister Justin Trudeau, pictured Dec. 7, 2020, and his government have taken an outsized role in the lives of Canadians, thanks to an unprecedented level of spending in response to the pandemic. The record level of spending has also been accompanied by a rise in lobbying activity. *The Hill Times* photograph by Andrew Meade

## Top 100 Lobbyists of 2020: Pandemic ushers in explosion of lobbying activity

**Adaptability and a large Rolodex made the difference for those seeking access and influence as conversations migrated online over Zoom, say lobbyists.**

BY BEATRICE PAEZ AND SAMANTHA WRIGHT ALLEN

The pandemic may have indefinitely suspended most in-person lobbying campaigns and social engagements, but lobbyists say they're busier than they've ever been.

While COVID-19 hasn't changed the "fundamentals" of the business, for those at the top of their game, it's driven home the need to be more attuned to the pressures facing the government, and has shown that connections with officials have to be built over time, rather than in the midst of a crisis.

"When you're in crisis mode, you have to be very cognizant of the pressures on the government," said Greg MacEachern, senior vice-president of government relations at Proof Strategies. "You have to be reasonable in terms of your expectations around people's availability and time. It's especially true when you have ministers with multiple portfolios."

"There's also been a realization that government relations should not be treated as something only for emergencies," he added.

This year's Top 100 Lobbyists list is a reflection of the many issues the government is wrestling with and the key players haggling over the details of its policy responses. *The Hill Times* reached out to more than two dozen lobbyists, including both in-house representatives and consultants,



# Top 100 Lobbyists in 2021

on background for input on developing this year's list.

There are some 6,383 active registrations in the federal lobbyists' registry, with consultants making up a smaller proportion at 1,097, while in-house organization lobbyists account for 3,138 and 2,148 for in-house corporate lobbyists. Since the onset of the pandemic, there's been a slight increase of 4.2 per cent in overall registrations. Consultant registrations saw the most growth, with a 9.1 per cent uptick during that timeframe, compared to a 3.6 per cent and 2.6 per cent increase for in-house organization and corporate lobbyists, respectively.

Between December 2020 and January 2021 alone, the number of new registrations grew by 45 per cent, from 149 to 216 new entries. Updated registrations were also up by 21.1 per cent, as were reactivated registrations by 90 per cent, and monthly communications reports rose by 8.1 per cent. Deactivated registrations were also up at 21.8 per cent.

While visibility within the so-called Ottawa bubble, partisan affiliation, and the number of communication reports filed federally, can serve as measures of a lobbyist's reach, the list also features those who work quietly behind the scenes offering strategic advice on how to press a client or group's case forward. It includes many fixtures from past iterations—such as lobbyists representing unionized workers, small businesses, and the tech giants nearly impossible for the government to ignore. There are also several new additions, including Pfizer Canada and the Hotel Association of Canada, which are tied to the pandemic.

The demand for interactions has been a two-way street—especially in the early stages of the pandemic—with policymakers needing information quickly from industry, and businesses anxious to know whether, or how, the government would address their issues.

So far, the government has spent upwards of \$240-billion in response to the pandemic, according to the CBC. The largest portion is tied to the nearly \$50-billion Canada Emergency Wage Subsidy, a temporary program that aims to help employers keep workers on the payroll.

With the federal government taking on a greater role, there's been an accompanying explosion of lobbying activity, not seen since Ottawa first started tracking communication between lobbyists and public office holders. Total activity amounted to an 80 per cent increase over 2019 (an election year when interactions are always lower), and a 20 per cent increase over 2018.

“With COVID-19, almost overnight, the government was making decisions that were impacting big chunks of the economy, and if you



Finance Minister Chrystia Freeland. *The Hill Times* photograph by Andrew Meade

weren't engaged, you needed to get engaged,” said Jason Kerr, president of the Government Relations Institute of Canada. “Trying to play catch-up in a crisis is really no small feat.”

Last year, lobbyists logged 28,293 communications, compared to 23,565 in 2018, the last normal year tracked by the federal lobbyists' registry. Consultants reported the largest jump in activity, at 32 per cent, disclosing 8,566 communications, compared to 6,477 in 2018. The 14,063 files logged by organizations made up half of all interactions, and represented a 20 per cent increase from 2018's 11,715 files.

A planned stimulus package that's expected to be worth up to \$100-billion will likely set off another record flurry of activity.

Looking at those numbers, Mr. Kerr, who is also senior director of government relations at the Canadian Automobile Association, said it's clear to him that lobbyists were able to adapt quickly for their clients and organizations.

Though the pandemic has dominated nearly every facet of life, of the 4,665 active registrations, only 584 filings referred to “COVID-19” as a key topic for discussion with officials in their disclosure filings, according to a search of the lobbyists' registry on Feb. 18.

Of those filings, some 403 belonged to consultants, 105 were tied to in-house organization lobbyists, 76 for those lobbying on behalf of their

# Top 100 Lobbyists in 2021

corporate employer, 11 on the board of directors, and two as consultant members of an organization. Nearly all, or 315, cited “health” as a subject matter, followed 283 for “economic development,” 266 for “industry,” 235 for “taxation and finance,” 209 for “employment and training,” 198 for “environment,” to name several points of discussion.

There were also 71 filings that had jotted down “COVID” and 252 that cited “pandemic.”

Overall, according to the lobbyists’ registry, some of the biggest topics of discussions over the past year centred on economic development, industry, health, environment, infrastructure, the budget, and employment. The last two months of the year, for example, economic development topped the list of communication reports logged, with 626 filed in November and 329 in December. (Communications typically slow down over the holidays.)

## Existing rapport with officials matters

Adaptability and a large Rolodex made the difference for those seeking access and influence amid a shift to online engagements that instantaneously removed the regular in-person and chance interactions on the Hill, said Kevin Bosch, vice-president of public affairs at Hill and Knowlton Strategies. The former Liberal staffer joined the Liberal research bureau in 1998 and left for government relations in 2017.

“You can’t just hold an event and expect people to show up because there are no events,” he said, adding that existing personal rapport with officials matters. “You have to be able to reach out to people, have them pick up your calls, be able to direct your clients in the right directions and set up those contacts.”

The cabinet minister most in demand last year was Navdeep Bains (Mississauga-Malton, Ont.), who resigned from cabinet on Jan. 12 after overseeing the innovation file since 2015. His name was mentioned in 225 reports. Environment Minister Jonathan Wilkinson (North Vancouver, B.C.) at 201, Natural Resources Minister Seamus O’Regan (St. John’s South-Mount Pearl, N.L.) at 197, Economic Development Minister Mélanie Joly (Ahuntsic-Cartierville, Que.) at 164, and Heritage Minister Steven Guilbeault (Laurier-Ste-Marie, Que.), rounded out the top five most-lobbied cabinet members.

Similarly, communications reports tied to departments somewhat mirrored the trends at the cabinet level. Officials at Mr. Bains’ former department, Industry Canada, were consistently among the most sought

after last year, with nearly 3,000 reports tied to it, as were those at Finance (1,643), Natural Resources (1,632), Global Affairs (1,379), and Environment and Climate Change (1,228).

With the Trudeau government framing the pandemic as an opportunity to ramp up the transition to a greener economy, the numbers suggested that lobbyists have taken those cues and are vying to help shape that recovery effort by targeting the key departments and officials involved in that transition.

The cocktail circuit was once key for influencers to build and broaden their network with sought-after officials on a continual basis. Now, relationships matter even more than before, said Susan Smith, a former Liberal strategist and co-founder of Bluesky Strategy Group.

“When you needed an answer to a question, it made things a whole lot more efficient if you could get straight through to the person who could give you an answer,” she said. “Your experience and networks came into play. It might have been a bit more challenging for someone who is brand new to the GR [government relations] field.”

Jackie Choquette, interim practice lead at Crestview Strategy, agreed.

“When we talk to clients, we talk about the value of building long-term relationships,” she said. “These are circumstances when they’re valuable. It’s easier to pick up the phone and be able to move things quicker. It’s a little tougher to build relationships from scratch.”



Lobbyist Susan Smith, pictured in 2014 with Liberal MP John McKay on the Hill. *The Hill Times* file photograph by Jake Wright

# Top 100 Lobbyists in 2021

In the absence of spontaneous encounters and networking opportunities, Ms. Choquette said, she finds that she needs to schedule more conversations than before—and there are only so many “16 half-hour slots” that can be fit in over the course of a regular work day.

“It’s harder to get a group of people together because you don’t have the networking piece. At least in my personal experience, I need to have more conversations than I needed to before,” she said.

And though lobbyists have learned to adapt to the constraints introduced by the pandemic, and acknowledge that virtual meetings over Zoom will outlast COVID-19, many are wistful for the day when life in the “bubble” can take on a semblance of normalcy.

John Delacourt, vice-president of public affairs, said that conversations over Zoom and on the phone, which tend to be agenda-driven, are a “poor substitute” for the more informal interactions that broaden one’s perspective of issues.

“You just miss that ability to have those more wide-ranging conversations. A lot of us love policy; we love to hear about stuff we’re not working on that also sparks ideas.”

## In its early stages, pandemic blotted out all other priorities

Lobbying in the pandemic has been marked by three distinct phases, and organizations, or consultants, positioned their needs accordingly, said Ms. Smith.

The first phase was marked by widespread panic, with organizations trying to figure out how to manage under the lockdown restrictions and to keep their doors open, while the second “I can help” phase was all about connecting companies with the government to support its pandemic response. The third, ongoing, phase has stakeholders vying to shape the recovery effort.

“There was a new wave of clients, I think, that came forward, who wouldn’t typically have engaged in lobbying, but needed to because of the pandemic or wanted because of the pandemic,” she said. “And that’s in addition to all of the usual lobbying that didn’t stop.”

Sheamus Murphy, a partner at Counsel Public Affairs who oversees federal advocacy, said the period of intensity, and the blotting out of all other non-pandemic priorities, which marked the first few months of the pandemic, has passed.

“Businesses of all sizes were coping with COVID. We weren’t looking to advance those issues. There were pressing challenges that needed to be addressed,” said Mr. Murphy, also formerly with the Liberal Research Bureau. “Now, we’re in a phase where the government is trying to deal with those backlogs.”

For Mr. Murphy, there are three key pieces—being an effective communicator, having credibility, and knowing to leave one’s ideological baggage at the door—that make a lobbyist influential, regardless of whether there’s a pandemic.

“You’re really an interpreter between the private sector or not-for-profit and government. You’re trying to help them understand what the government is proposing, how policy changes should be made in a way that produces positive outcomes. No one has a monopoly on good ideas,” he said. “[It’s also about] being able to see all sides of an issue, and not about bringing a set perspective, an ideological position. You’re helping clients think through all of the different perspectives. The best outcomes do not come from a pitched battle from both sides.”

The pandemic has arguably raised the stakes all around. The unprecedented speed at which the government has been able to build massive programs, such as the Canada Emergency Response Benefit for workers affected by the pandemic, largely from scratch has led to heightened expectations from stakeholders.

“Clients value the immediacy of information because everything is happening so, so fast,” said Kate Harrison, vice-chair at Summa Strategies and former Conservative strategist. “[The pandemic] has set a new bar in terms of how often we’re regularly communicating. It will be difficult to come back from that, but it’s not an unreasonable expectation.”

Post-pandemic, stakeholders are also likely to expect the government to be more responsive to relatively less urgent issues.

“As we’ve seen with the pandemic, the flow of work has increased, and the urgency with which files are moving have also increased,” said Ms. Choquette. “... All governments during the pandemic have responded at a rapid pace. They’ve designed programs in timeframes that, five years ago, we would’ve thought impossible. That is also raising the bar, and I think moving forward, there are stakeholders who are going to have increased expectations.”

*The Hill Times*

# Top 100 Lobbyists 2021

*The Hill Times* compiled this list after reaching out to more than 20 lobbyists, including both in-house representatives and consultants, on background for input. The list is not a popularity contest, but is intended to showcase prominent lobbyists at the federal level based on their reputation and perceived effectiveness, as judged by their peers. This list was compiled by *The Hill Times* reporter Jesse Cnockaert and organized alphabetically by the lobbyist's last name.

Lobbyist	Title	Organization
Albinati, Andre	Principal,	Earncliffe Strategy
Aylward, Chris	National executive vice-president,	Public Services Alliance Canada
Babcock, Jennifer	Director, public affairs,	Canola Council of Canada
Balfour, Andrew	Managing partner,	Rubicon Strategy
Beatty, Perrin	President and CEO,	Canadian Chamber of Commerce
Bernstein, Michael	Executive director,	Canadians for Clean Prosperity
Bibic, Mirko	President and CEO,	BCE
Bonnell, Heidi	Vice-president, federal government affairs	Rogers Communications
Bosch, Kevin	Vice-president of public affairs,	Hill and Knowlton Strategies
Brisebois, Diane	President and CEO,	Retail Council of Canada
Brown, Jennifer	Interim CEO, Society of Composers,	Authors, and Music Publishers of Canada (SOCAN)
Bull, Tabatha	President and CEO,	Canadian Council for Aboriginal Business
Cardin, Stéphane	Director, public policy (Canada)	Netflix
Carey, Dave	Vice-president, government and industry relations,	Canadian Canola Growers Association
Cartwright, Philip	Senior vice-president,	Global Public Affairs
Casey, Sean	Vice-president, cultural industries,	Global Public Affairs
Chan, Kevin	Public policy director,	Facebook Canada
Choquette, Jackie	Interim practice lead,	Crestview Strategy
Christidis, George	Director, national and international government affairs,	Canadian Nuclear Association
Chung, Jane	President,	AstraZeneca Canada Inc.
Cobden, Catherine	President,	Canadian Steel Producers Association
Coates, David	Manager, government affairs,	Janssen Inc.
Cochrane, Colin	Head of public policy and government relations,	Google Canada
Crawford, Alayne	Government relations and regulatory affairs executive,	IBM Canada
Darby, Dennis	President and CEO,	Alliance of Canadian Manufacturers and Exporters
Delacourt, John	Vice-president, public affairs,	Hill and Knowlton Strategies
Dias, Jerry	National president,	Unifor
Eaton, Margaret	CEO,	Canadian Mental Health Association
Edwards, Ian	President and CEO,	SNC-Lavalin
Floyd, Marlene	National director of corporate affairs,	Microsoft Canada
Fralick, Pamela	President	Innovative Medicines Canada
Ghiz, Robert	President and CEO	Canadian Wireless Telecommunications Association
Gibbons, Andy	Director, government relations & regulatory affairs	WestJet Airlines
Glick, Jacob	Vice-president, public policy	Telus Corp.
Gooch, Daniel-Robert	President	Canadian Airports Council
Gratton, Pierre	President and CEO	Mining Association of Canada
Gray, Tim	Executive director,	Environmental Defence
Grynol, Susie	President and CEO,	Hotel Association of Canada
Harrison, Kate	Vice-chair,	Summa Strategies
Hartley, Bruce	Senior partner,	Prospectus Associates
Hogue, Steven	Manager, federal relations,	Pfizer Canada ULC
Hyder, Goldy	President and CEO,	Business Council of Canada

# Top 100 Lobbyists 2021

Lobbyist	Title	Organization
Irving, Jim	CEO,	Irving Shipbuilding
Jordan, Joe	Senior associate,	Bluesky Strategy Group
Kelly, Dan	President, CEO, and chair,	Canadian Federation of Independent Business
Kennedy, Lori	Director of regulatory affairs,	Canadian Pacific Railway
Kingston, Brian	President and CEO,	Canadian Vehicle Manufacturers' Association
Kusie, James	Director of government relations,	Imperial Oil
Lambert, Tim	CEO,	Egg Farmers of Canada
Lanthier, Louis-Alexandre	Senior director, government affairs,	CN Railway
Lavigne, Brad	Partner and vice-president,	Western Canada, Counsel Public Affairs
Leslie, Megan	President and CEO,	World Wildlife Fund
Liboiron, Michel	Associate vice-president, public policy and government relations,	CIBC
MacEachern, Greg	Senior vice-president, government relations,	Proof Strategies
MacLachlan, Robin	President,	Summa Strategies
Mahoney, Richard	Managing director,	McMillan Vantage Policy Group
Masciantonio, Monica	Vice-president, government affairs,	Scotiabank
Masrani, Bharat	President and CEO,	TD Bank
McColl, Velma	Principal,	Earncliffe Strategy Group
McGuffin, Margaret	Executive director,	Canadian Music Publishers Association
Moors, Don	President,	Temple Scott Associates
Nighbor, Derek	CEO,	Forest Products Association of Canada
Nkemdirim, Chima	Vice-president of government relations,	Shaw Communications
Noss, Wendy	President,	Motion Picture Association
Paterson, David	Vice-president, corporate and environmental affairs,	General Motors of Canada
Pelletier, Martin-Pierre	Senior partner,	Prospectus Associates
Polci, Anthony	Vice-president, government relations,	Canadian Bankers Association
Pratt, David	Principal,	David Pratt and Associates
Pyun, Pierre	Vice-president of government affairs and public affairs,	Bombardier
Quaiattini, Gordon	Partner,	Maple Leaf Strategies
Raghubeer, Naresh	Vice-president, federal government relations,	Davie Canada Yard Inc.
Rogers, Chad	Partner,	Crestview Strategy
Rousseau, Michael	Chief financial officer, incoming CEO,	Air Canada
Saab, Carole	CEO,	Federation of Canadian Municipalities
Sauvé, Conrad	President and CEO,	Canadian Red Cross
Sauve, Brian	President,	National Police Federation
Smith, Michele	Head of government, public policy, philanthropy,	Twitter Canada
Smith, Susan	Principal,	Bluesky Strategy Group
Swartman, Leslie	Director, public affairs,	MDA Systems Ltd.
Triemstra, Matt	General manager,	Ensign Canada
Van den Berg, Lauren	Executive vice-president, government relations,	Restaurants Canada
Ventin, Carla	Senior vice-president, government relations,	Food, Health, and Consumer Products Canada
Villeneuve, Michael	CEO,	Canadian Nurses Association
Walker, Donald	CEO,	Magna International Inc.
Walker, Joelle	Vice-president, public affairs,	Canadian Pharmacists Association
Wamala, George	Director, regulatory and government affairs,	Royal Bank of Canada
Williams, Huw	President,	Impact Public Affairs
Yussuff, Hassan	President,	Canadian Labour Congress
Zuk, Tobias	CEO,	Shopify



## Top 10 lobbied ministers in 2020

Name	Role(s)	Communications
Navdeep Bains	Minister of Innovation	225
Jonathan Wilkinson	Minister of Environment	201
Seamus O'Regan	Minister of Natural Resources	197
Mélanie Joly	Minister of Economic Development	177
Steven Guilbeault	Minister of Heritage	148
Chrystia Freeland	Minister of of Finance	134
Marie-Claude Bibeau	Minister of Agriculture	123
Mary Ng	Minister of Trade	122
Filomena Tassi	Minister of Labour	99
Bill Morneau	Minister of Finance	98

— according to a search of the lobbyists' registry on Feb. 17, 2021



## Top 50 most lobbied non-cabinet MPs

Lobbyist	Title	Communication nreports
Wayne Easter	Liberal, chair of the Finance Committee	190
Lianne Rood	Conservative, vice-chair of the Agriculture Committee	157
Francis Drouin	Liberal, vice-chair of the Government Operations Committee	147
James Cumming	Conservative, vice-chair of the Industry Committee	131
John Barlow	Conservative	123
Tracy Gray	Conservative, vice-chair of the International Trade	117
Sean Fraser	Liberal, parliamentary secretary to the finance minister	111
Francesco Sorbara	Liberal, parliamentary secretary to the revenue minister	109
Michelle Rempel Garner	Conservative, vice-chair of the Health Committee	99
Dan Albas	Conservative, vice-chair of the Environment Committee	97
Matt Jeneroux	Conservative	91
Jim Carr *	Liberal, special representative to the Prairies	90
Erin O'Toole	Conservative leader	88
Jagmeet Singh	NDP leader	88
Peter Schiefke	Liberal, parliamentary secretary to the environment minister	87
Heather McPherson	NDP, deputy House leader	81
Robert Kitchen	Conservative, chair of the Government Operations Committee	83
Julie Dabrusin	Liberal, parliamentary secretary to the heritage minister	80
Alexandre Boulerice	NDP, deputy leader	80
Patrick Weiler	Liberal	80
Larry Maguire	Conservative	79
William Amos	Liberal, parliamentary secretary to the innovation minister	76
Stephanie Kusie	Conservative, vice-chair of the Transport Committee	75
Simon-Pierre Savard-Tremblay	Bloc Québécois, vice-chair of the International Trade Committee	74
Neil Ellis	Liberal, parliamentary secretary to the agriculture minister	72
Terry Duguid	Liberal, parliamentary secretary to the economic development and environment ministers	71
Ali Ehsassi	Liberal, parliamentary secretary to the innovation minister	71
Paul Lefebvre	Liberal, parliamentary secretary to the natural resources minister	70
Ziad Aboultaif	Conservative	69
Terry Beech	Liberal, parliamentary secretary to the fisheries minister	68
Jeremy Patzer	Conservative	68
Marty Morantz	Conservative	66
Julie Dzerowicz	Liberal	66
Alistair MacGregor	NDP	65
Tony Baldinelli	Conservative	65
Elizabeth May	Green parliamentary leader	65
Ron McKinnon	Liberal	65
Don Davies	NDP, health critic	63
Kody Blois	Liberal	64
Nathaniel Erskine-Smith	Liberal	64
Chris d'Entremont	Conservative	63
Andrew Scheer	former Conservative leader	62
Mike Lake	Conservative	58
Adam van Koeverden	Liberal, parliamentary secretary to the diversity inclusion and youth minister	57
Lloyd Longfield	Liberal, vice-chair of the Public Accounts Committee	56
Greg McLean	Conservative, vice-chair of the Natural Resources Committee	55
Michael Kram	Conservative	54
Yves Perron	Bloc Québécois	54
Brad Redekopp	Conservative	54
Marie-France Lalonde	Liberal	53