

Curriculum Vitae

Dr. Mary R. Brooks

Mary R. Brooks Transportation Consulting

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Contact Information

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Education

Ph.D., Maritime Studies, University of Wales, 1983
MBA, International Bus., Dalhousie University, 1979
BOT, McGill University, 1971

Awards

Listed in Canada's Who's Who since 2002.
Canada-US Fulbright Scholar, 2005.
A. Gordon Archibald Award for Teaching Excellence, 2005.
Women's Executive Network: Canada's Most Powerful Women Top 100, 2006.
Best paper prize. International Association of Maritime Economists, 2011.
Winner of the Korea Association of Maritime Industry Award, 2012.

Statement of Expertise

As a transportation expert, my practice focuses on understanding my clients' needs and helping them create value for those they serve. This may range from conducting credible research, acting as an expert witness, seeking answers to "too hard" questions, running a focus group or providing corporate education in the transportation management and international marketing fields. As an educator, I delight in helping companies bring staff skills in middle and senior management to a higher level of critical thinking.

My consulting practice focuses on transportation and global supply chain management, and I am particularly interested in the relationships between the buyers and sellers of transportation services. With a passionate interest in how to make Canadian supply chains better, and keen enthusiasm for the world of shipping and ports, I founded the Port Performance Research Network in 2001 to examine how to make ports more effective in adding value to their users' supply chains through governance reform and benchmarking. Since 2003, I also have had an active research program in the area of short sea (or coastal) shipping, as I believe that we need to move as much cargo by sea as possible in order to do our part to mitigate climate change impacts from goods movement.

Project Experience

Atlantic Gateway Port Labour Profile. Advisor to Asia Pacific Gateway Skills Table on this project (determining the RFP requirements and suitable consultants). Peer reviewer for the report. Fall 2015.

Port Performance Measures. Research for the Canada Transportation Act Review Panel on port performance measures with specific reference to fluidity and congestion. Report delivered July 2015.

Roundtable on Logistics Development Strategies and their Performance Measurement. Organized by International Transport Forum at the OECD and the Mexican Institute of Transportation, 9-10 March 2015 Sanfandila, Querétaro, MEXICO. Invited participant.

Freight Intermodal Connectors. Subcontractor to Cambridge Systematics Inc on this project for the US Federal Highway Administration Office of Freight Management and Operations. Report due summer 2015.

Port Performance: AAPA Port Customer Service Initiative 2014, research for the American Association of Port Authorities and member container ports via a research grant to Dalhousie University. Completion by December 2015.

Port Investment and Container Shipping Markets. Chaired the International Transport Forum Roundtable, planned jointly with the Government of Chile, to examine the broader issues that influence the development of container transport, focusing on the plans developed for expansion of port capacity in central Chile. November 2013. Report released in March 2014 and available at <http://www.internationaltransportforum.org/jtrc/DiscussionPapers/DP201403.pdf>.

Situational Analysis of the Container Trucking Sector at the Port of Halifax. The purpose of this project was to conduct research and focus groups with the industry to assist Transport Canada's Innovation Policy branch with their assessment of applications for funding under Transport Canada's Clean Transportation Initiative on Port-Related Trucking. Report March 2013. Available <http://marybrooks.ca>.

TRB Peer Review Panel of the Panama Canal Expansion Study, Member. For the US Department of Transportation Maritime Administration. Report Phase 1 released November 2013. http://www.marad.dot.gov/documents/Panama_Canal_Phase_I_Report_-_20Nov2013.pdf. Phase 2 expected to be released Fall 2015.

Port Performance: AAPA Port Customer Service Initiative. Research for the American Association of Port Authorities and member container ports via a research grant to Dalhousie University. 2012.

Secretariat Management for the Expert Panel on a Yarmouth-U.S. Ferry, as part of my Dalhousie University activities. The panel issued its report September 7, 2012.

A Shipping Training Program for Transport Canada. This custom-designed training program is intended to explore with the staff of Marine Policy, Programs and Security the issues faced by commercial ship owners, ports and cargo interests. Spring 2011.

Port Security. Subcontractor to Presidia Security Consulting Inc., project for Public Safety Canada, 2011. My role was to provide background on the marine ports of Canada and their regulation.

Building Australia's Coastal Shipping Market 2011. This project examined the ways that the domestic transport market (road, rail and sea) may be impacted by changes to Australia's currently

more liberalized access to international ships operating in its domestic trades. Responsible for study design and set-up, plus results interpretation. Data analysis and interpretation at the University of Sydney Institute for Transport and Logistics Studies.

Asia Pacific Port Services Network 2009. Focus group report provided to Transport Canada based on industry consultation for its upcoming negotiations with the member countries of the Asia Pacific Port Services Network. Purpose: to build regulatory position strategies for the negotiations.

Seaport Competition and Hinterland Connections. Chair of Research Roundtable on Joint Transport Research Centre of the Organisation for Economic Cooperation and Development and the European Council of Ministers of Transport, Paris, April 10-11, 2008. This involved pre- and post-roundtable reviewing responsibilities as well as contribution to Discussion Paper 2008-19, *Port Competition and Hinterland Connections: Summary and Conclusions*.

Professional Publications

Dr. Brooks has published 25 scholarly books and monographs, and more than 85 refereed journal articles or book chapters.

Selected relevant reports provided to industry and governments

Mary R. Brooks Transportation Consulting with MariNova Consulting, *Analysis of the Container Trucking Sector at the Port of Halifax*. For Transport Canada, 2013. Published online at marybrooks.ca.

Port Performance Research Network (2012). *Port Customer Service Initiative 2012: Final Report*, for American Association of Port Authorities December 31, 2012. (A confidential individual report was supplied to each participating port for management use.)

CPCS Transcom, *Study on Potential Hub-and-Spoke Container Trans-shipment Operations in Eastern Canada for Marine Movements of Freights* (Short Sea Shipping). Published 2008 as TP14876E by Transport Canada. Contributor.

Brooks, Mary R., *Addressing Gaps in the Transportation Network: Seizing Canada's Continental Gateway Advantage*, Toronto: Conference Board of Canada, October 2007.

Selected academic publications

Schellinck, Tony and Mary R. Brooks (2016), Does Superior Service Performance Provided to Shipping Lines Improve the Perceived Value of a Port? Accepted for publication in the *International Journal of Shipping Transport and Logistics*, 8.

Schellinck, Tony and Mary R. Brooks (2016). Developing an instrument to assess seaport effectiveness in service delivery, *International Journal of Logistics Research and Applications*, 19 (2), 143-157.

Schellinck, Tony and Mary R. Brooks (2014). Improving Port Effectiveness Through Determinance/Performance Gap Analysis, *Maritime Policy and Management*, 41, 4, 328-345.

Brooks, Mary R. (2014). Maritime Security in Canada (Chapter 9), in *Maritime Transport Security*, Khalid Bichou, Joseph S. Szyliowicz and Luca Zampanini (eds), Edward Elgar Publishing, 141-158.

Brooks, Mary R., Ricardo Sánchez and Gordon Wilmsmeier (2014). Developing Short Sea Shipping In South America – Looking Beyond Traditional Perspectives, *Ocean Yearbook*, 28, 495-525.

Brooks, Mary R. (2014). The Changing Regulation of Coastal Shipping in Australia, *Ocean Development and International Law*, 45 (1), 1-17.

Brooks, Mary R. and Tony Schellinck (2013). Measuring Port Effectiveness in User Service Delivery: What Really Determines Users' Evaluations of Port Service Delivery? *Research in Transportation Business & Management*, 8, 87-96

Brooks, Mary R. (2012), Maritime Cabotage: International Market Issues in the Liberalization of Domestic Shipping, in *The Regulation of International Shipping: International and Comparative Perspectives: Essays in Honor of Edgar Gold*, Aldo Chircop, Norman Letalik, Ted L. McDorman and Susan Rolston (eds), Leiden: Martinus Nijhoff Publishers, 293-323.

Brooks, Mary R., Sean M. Puckett, David A. Hensher and Adrian Sammons (2012), Understanding Mode Choice Decisions: A Study of Australian Freight Shippers, *Maritime Economics and Logistics*, 14, 274-299.

Service and Memberships

Council of Canadian Academies. Chair of the assessment on the economic and social value of shipping. <http://www.scienceadvice.ca/en/assessments/in-progress/value-marine-shipping.aspx>, 2015-2017.

Marine Board of Transportation Research Board (US National Academies of Sciences), Vice-Chair, 2014-2016. Member, 2008-14.

Editor, *Research in Transportation Business and Management*, 2010-2016. Numerous transportation journal editorial boards including *Transportation Research Record*, *Maritime Policy and Management* and *Transportation Research E: Logistics and Transportation Review*.

International Association of Maritime Economists, Secretary and Treasurer, 1994-1998. Council Member, 1998-2000, 2004-10, 2012-14. Chair International Scientific Steering Committee, 2013-14.

Port Performance Research Network, Chair and Founder, 2001- (This network of more than 50 scholars is interested in port governance and port performance issues, port reform and strategy, and climate change impacts on port activities.)

Transportation Research Board (TRB). Vice-Chair Marine Group, 2013-16. Committee for Funding Options for Freight Transportation Projects, TRB, 2006-09. Committee on International Trade and Transportation, TRB, Chair, 2002-08. Member 1994-2002. Emeritus Member, 2014-indefinite

Halifax International Airport Authority, Director. 1995-2004. Human Resources Committee and the Communications and Community Relations Committee, 1995-2000, Human Resources and Pension Committee and the Capital, Safety and Environment Committee, 2000-04.

Canadian Transportation Research Forum, President 1990-91. Honorary Life Member.
International Association of Maritime Economists, 1992-current.
WISTA, member, 2012-current.
