



**Robert Paterson**

President, Renewal Consulting Group Inc;  
former Senior Advisor to the President, Canadian Institute for Advanced Research

Robert Paterson has spent 25 years in the intersection of health and culture.

In Health, he was a SVP of HR for Canadian Imperial Bank of Commerce, where he reformed the bank's health and benefits system. Later, he was Senior Advisor for Outreach to the President of the Canadian Institute for Advanced Research in the fields of the Social Determinants of Health and the Early Years of the development in children. Since then, he has advised the Government of Canada on Aging and Seniors. He has recently been working with ACOA on how Chronic Illness may threaten PEI's economic survival.

In Culture, as SVP Marketing at CIBC, he was responsible for the cultural issues related to the merger of Wood Gundy and CIBC where two oppositional cultures had to find a way of working with each other. More recently he was the key advisor to NPR as they struggled to help the entire network understand the shift to community from broadcast. His practice is based in the investigation of how culture and health interact.