

Brad Post, MCIP, RPP, PLE

Senior Project Coordinator



Brad joined Watson in early 2014 with ten years of experience as a retail market analyst and professional planner. Brad has since been involved in numerous growth management studies, employment and commercial lands strategies, and demographic forecasting assignments at Watson.

His diverse experience as a market analyst and professional planner make him a valuable asset to Watson and our clients.

EDUCATION

2003, University of Waterloo

Bachelor of Environmental Studies (Honours), Urban and Regional Planning

- Specialization in Land-use Planning, Urban Geography, Urban Economics and GIS

EMPLOYMENT HISTORY

Current

Senior Project Coordinator, Watson & Associates Economists Ltd.

- Contributes to the development of growth management studies, employment and commercial lands strategies, and demographic forecasting.

2011-2013

Consultant, Self-employed

- Provided clients with retail location analysis and GIS services.
- Created sales prediction models.
- Assisted clients in evaluating sites for new store locations.

2010-2011

Senior Consultant, UrbanMetrics Inc.

- Prepared retail demand and impact studies, commercial policy reviews, highest and best use analysis, and downtown revitalization studies.
- Prepared materials for Ontario Municipal Board hearings.



EMPLOYMENT HISTORY cont'd

2007-2010

Market Network Analyst, Purolator Inc.

- Provided decision-making support by recommending lease renewals, retail partner programs and new retail services and products.
- Collaborated with various departments on several key corporate initiatives.

2003-2007

Intermediate Location Analyst, Sobeys Inc.

- Prepared market studies and sales projections for new store developments.
- Acted as lead analyst on major retail network studies and acquisition studies.

PROFESSIONAL CERTIFICATIONS

- Canadian Institute of Planners (CIP)
- Professional Land Economist (PLE)
- Registered Professional Planner (RPP)

PROFESSIONAL AFFILIATIONS

- Member, Association of Ontario Land Economists
- Member, Canadian Institute of Planners
- Member, Ontario Professional Planners Institute

EXPERTISE

- Development charges
- Employment lands strategies
- Growth management studies
- Intensification studies
- Municipal competitiveness
- Municipal comprehensive reviews
- Office market studies
- Official Plan reviews
- Retail market studies
- Secondary Plan growth forecasts
- Ward boundary reviews