Catherine Jiao, BA (Hons), MScPl
Analyst

Catherine joined Watson in 2021, as part of our Planning and Land Economics group. She works primarily in the areas of demographics and land needs forecasting.

Her strong academic and professional background in economic development and land-use policy makes her a valuable resource to the firm and our clients.

EDUCATION

2021, University of Toronto
Master of Science in Planning

2018, University of Toronto
Honours Bachelor of Arts, Human Geography

EMPLOYMENT HISTORY

Current
Analyst, Watson & Associates Economists Ltd.
- Supports the Planning and Land Economics team, specializing in demographics and land needs forecasting.

2019-2021
Teaching Assistant, University of Toronto
- Conducted weekly tutorials and marked exams and assignments for undergraduate courses in Human Geography and GIS.

2019
Data Analyst, Metrolinx
- Analyzed technical files and documents as part of digital migration of asset management system.
- Performed routine data quality controls and catalogued and indexed information for easy retrieval.
- Monitored and fulfilled document request retrievals; logged, tracked, and provided status updates for retrieved document requests.

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EMPLOYMENT HISTORY cont'd

2018
Administration Trainee, City of Toronto
- Assisted the International Alliance team with research for developing a new international exporting strategy to promote economic development in Toronto.
- Conducted a scan of Canadian international free trade agreements for best value and ease of trade in the context of Toronto small to medium enterprises.

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