

K 7.4

Ontario Energy Board	
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EXHIBIT No.	K 7.4
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**Greg Lyle**  
 President and Managing Director  
 Innovative Research Group Inc.

**Greg Lyle** is the founder of Innovative Research Group Inc. (INNOVATIVE), a national public opinion research and strategy firm with offices in Toronto and Vancouver.

As a former Principal Secretary, Greg has built a career at the intersection of public policy, communications and public opinion. With over 20 years of communications and opinion research experience, Greg uses a full range of research tools for a variety of government and corporate clients across industries such as financial services, healthcare and the energy and infrastructure sector.

Greg's research has been highlighted in media across the country. He has been featured in many media outlets including Global TV, the Globe and Mail, the Hill Times, the National Post and various other PostMedia Newspapers.

**Work Experience**

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| 1998 - Present | <p><b>Innovative Research Group Inc. – Toronto, ON</b><br/> <b>Managing Director</b></p> <ul style="list-style-type: none"> <li>▪ In 1998, Mr. Lyle incorporated his strategic counsel and research practice. Initially incorporated as Lyle Public Affairs Corporation, Innovative was re-branded in the summer of 2004 to better reflect the collegial nature of the firm and the goal of being at the cutting edge of research development.</li> <li>▪ Through Innovative, Mr. Lyle has expanded the research and strategic counsel practice he established in B.C. in 1994. While remaining active in the BC market place, Mr. Lyle has expanded to a national focus with a second office launched in Toronto in 2004.</li> <li>▪ While managing a team of full-time and associated consultants, Mr. Lyle remains active in client services. Mr. Lyle has been involved in a wide array of projects over the past seven years utilizing the full range of his consulting tools in projects ranging from a handful of omnibus questions to multi-media communications campaigns. Mr. Lyle has become particularly active in the health care field working for a variety of different players and different</li> </ul> |
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| 1994 - 1998 | <p><b>Agincourt Research and Communications/Lyle Risk Management Strategies – Roberts Creek, BC</b><br/> <b>Sole Proprietor</b></p> <ul style="list-style-type: none"> <li>▪ In January 2004, Mr. Lyle left Decima and Hill Knowlton to start his own strategic counsel practice. For the first year and a half, Mr. Lyle worked in partnership with <b>Angus Reid Group</b> and then proceeded to operate on his own</li> <li>▪ During this period Mr. Lyle was involved in advising several public and private sector campaigns while maintaining an active research practice. Mr. Lyle also established a land claims consultation practice and represented forest licensees in the Sechelt and Nisga'a treaty negotiations.</li> </ul> |
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| 1991 – 1993 | <p><b>Hill and Knowlton and Decima Research – Vancouver, BC</b><br/> <b>Concurrent Vice Presidencies</b></p> <ul style="list-style-type: none"> <li>▪ Mr. Lyle was the first Decima employee in Western Canada, and was responsible for establishing a new business unit. During this period, Mr. Lyle began conducting his own focus groups and public opinion surveys over a wide range of topics in both marketing and public affairs. Mr. Lyle also provided strategic communications counsel as part of the Hill and Knowlton team.</li> </ul> |
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1988–  
1991

**Office of the Premier – Winnipeg, Manitoba**

**Principal Secretary**

- At 25 years old, Mr. Lyle was the youngest Principal Secretary in Canada. Despite his youth, Mr. Lyle was a key architect of the government's strategy in a minority government which led to its election to a majority in 1990. Mr. Lyle managed the Premier's Office, participated at a senior level in the Meech Lake round of constitutional negotiations, served as a Cabinet Officer acting as Cabinet Secretary in the absence of the Clerk of Executive Council and as lead drafter of the government's Throne Speeches

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1987 -  
1988

**Leader of the Opposition – Winnipeg, Manitoba**

**Special Assistant**

- Sole Political staffer to the Leader of the Opposition, handled a variety of tasks including question period preparations, policy development, leader's representative on party executive and campaign committee, and leader's tour.

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## Education

June 2008

**York University (Institute for Social Research) – Toronto, ON**

- Summer Program in Data Analysis: Structural Equation Modeling and Mixed Models Hierarchical and Longitudinal Data.

April 2002

**Harvard University (Executive Education Program)**

- Leading a Professional Service Firm

August  
2001

**Essex University (Summer School in Social Science Data Analysis and Collection) – Essex, UK**

- Sorting, Q Methodology and Multidimensional Scaling

July 1997

**Essex University (School In Social Science Data Analysis and Collection) – Essex, UK**

- Time Series Analysis

1997 -  
1998

**University of British Columbia (Graduate Course Work) – Vancouver, BC**

1989

**University of British Columbia – Vancouver, BC**  
Bachelor of Arts, Political Science