

PEOPLE ANALYTICS Summit

Post Event Report

February 11-12, 2025

Old Mill Toronto Hotel, Toronto, ON



Brought to you by:



The People Analytics (PA) Summit is where Canada's top HR, talent, and data leaders converge to redefine the future of work through evidence-based decision-making.

Now in its 10th year, the PA Summit brings together trailblazers from across enterprise HR teams, global brands, financial institutions, and public-sector organizations to explore how people analytics, AI, and predictive technologies are transforming workforce strategy, employee engagement, and business performance. Anchored in a rapidly evolving world of hybrid work, DEI imperatives, and organizational agility, the Summit has become a pivotal platform for driving strategic HR innovation. With a rich mix of keynotes, case studies, and networking, it offers practical insights for embedding analytics into the core of HR operations.

As organizations seek to build data-literate HR teams, optimize talent management, and navigate complexity with agility, the PA Summit offers a comprehensive lens into the future of work—from predictive workforce planning and people-centered AI to data governance, DEI analytics, and executive buy-in. Whether you're advancing your strategy or building from the ground up, the Summit equips people leaders with the tools to drive measurable, human-centered impact.

Immerse yourself in the People Analytics Summit West Experience:

[Watch the 2024 Highlight Video Here](#)



People Analytics in Numbers



120+
On-Site Attendees



27+
Expert Speakers



20+
Hours of Innovative
Content



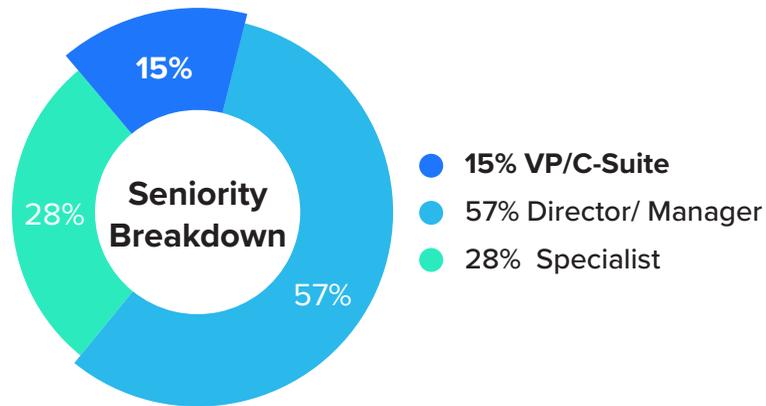
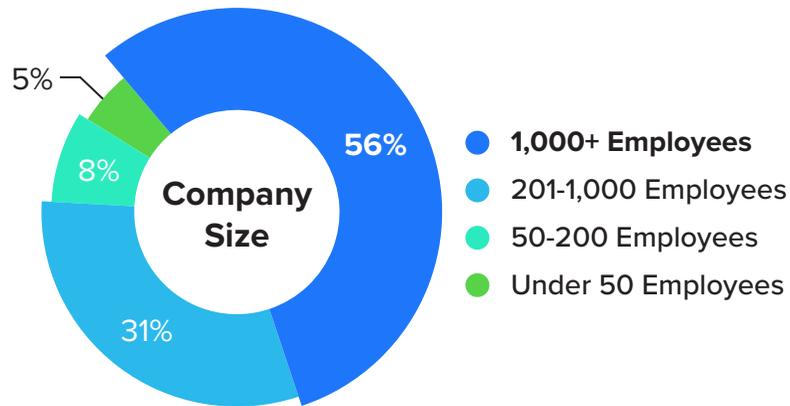
10+
Hours Networking



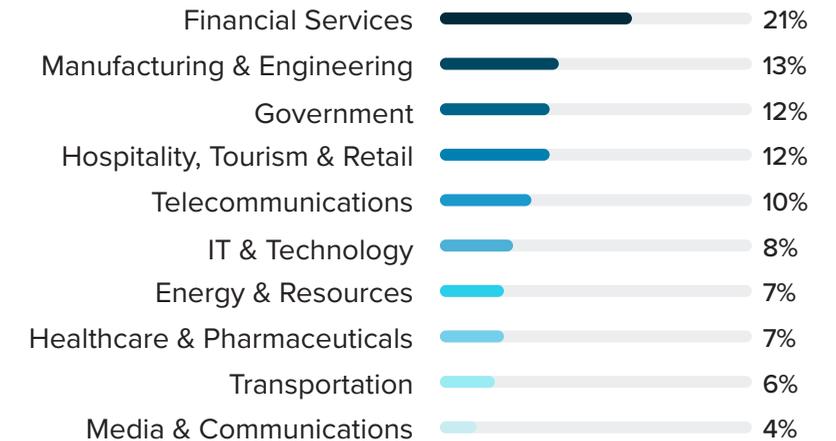
63 %
Organizations
with 1000+
Employees



83%
Sponsor
Satisfaction Score



MARKET SEGMENTS



Hear From Our People Analytics Summit Community



“I think it’s a great conference and the only suggestion would be having it more than once a year.”



The People Analytics Summit was an incredible experience! Insightful sessions, real-world case studies, and great networking opportunities. I walked away with actionable strategies to enhance HR decision-making with data. A must-attend for anyone in the field!



I’ve had a positive experience gaining insights from people who are interested in the same field! Truly inspiring!



Great environment to connect with the people analytics community and gather different perspectives on common challenges in the field.



Informative learning experience and great networking. Good conversation about AI and ongoing challenges.



We had a great first experience as a vendor and will definitely returning.



Discover, Network, Transform



Discover

People analytics experts, HR innovators, and workforce strategy leaders share practical insights, real-world case studies, and proven approaches to harnessing the power of data, AI, and predictive analytics across today's dynamic workplaces—from strategic workforce planning and employee engagement to DEI advancement and organizational transformation.



Network

Connect with a vibrant community of HR, talent, and analytics professionals through curated networking opportunities—interactive panels, roundtables, speed networking, sponsor lounges, and informal meetups designed to foster meaningful connections across industries, sectors, and roles.



Transform

Learn from the trailblazers redefining HR through data. From building data-literate teams and streamlining talent acquisition to embedding analytics into strategic planning and board-level decisions, the PA Summit equips you with the tools, insights, and partnerships to drive measurable, people-centered change across your organization.

2025 Themes: Smarter Systems, Stronger Workforces

The 2025 People Analytics (PA) Summit brought together HR, talent, and analytics leaders from across Canada and beyond to address the most pressing challenges—and biggest opportunities—reshaping the future of work. As organizations face rising complexity, evolving employee expectations, and accelerating technological change, this year’s discussions were clear: building smarter systems and stronger workforces starts with better data, bold leadership, and a culture of insight-driven action.

The ideas shared didn’t just inspire—they offered a strategic roadmap for advancing workforce effectiveness, equity, and resilience through people analytics.

5 Big Trends from People Analytics Summit 2025:

1 Predictive Analytics That Drive Proactive Workforce Strategy

From forecasting turnover to optimizing succession planning, predictive analytics emerged as a powerful force in future-proofing organizations. Speakers showcased how intelligent models can help HR teams move from reactive management to proactive talent strategy.

2 Breaking Down Data Silos for Seamless Decision-Making

Siloed systems still hinder meaningful insights. The Summit emphasized cross-functional data integration—not just between HR systems, but across finance, operations, and executive teams—to enable real-time decision-making and aligned business strategy.

3 Responsible AI and the Future of HR

AI was everywhere—but the focus was on ethical implementation. From recruitment tools to performance management systems, sessions explored how transparency, bias mitigation, and employee trust are critical for deploying AI in people-centric functions.

4 Embedding Equity into Every Metric

Equity wasn’t a side topic—it was central to the conversation. Leaders shared strategies for building DEI analytics into every layer of their data stack, ensuring measurement aligns with meaningful change across hiring, engagement, and retention.

5 Cultivating a Culture of Data-Literacy and Trust

Transformation isn’t just tech—it’s cultural. Speakers stressed the need to build data fluency across HR teams and managers, empower frontline decision-makers with actionable insights, and create organizational alignment around people analytics.

[VIEW OUR PEOPLE ANALYTICS SUMMIT CONTENT HUB →](#)

Our Speakers

[VIEW AGENDA →](#)



Andrea Giraldo

Head of People & Culture,
Head of Performance

Monstarlab



Babak Khosravifar

Data Science Leader

Air Canada



Brenda Kowske

Senior Director, Talent
Analytics & Workforce Planning

Boston Scientific



Donald Thompson

CEO

The Diversity Movement



Doug Hamor

Learning Product Lead

BMO



Esther Farr

Director, People Analytics &
Technology

Meridian Credit Union



Fabrizio Fortin

Director, Total Rewards, Human
Resources

Medcan



Ian O'Keefe

Founder and CEO

Ikona Analytics



Janet Rodas

Director, HR

Aurora Cannabis



Jeff Higgins

Founder and CEO

LYTIQS

Our Speakers

[VIEW AGENDA →](#)



Jimmy Tristovski

Former VP, People Operations
& Talent Acquisition
theScore



Jordan Harley

Sr PL&D Analytics Analyst
Southwest Airlines



Julio Quiceno

Director HR, Insights and
People Analytics
Scotiabank



Kenneth White

Senior Director, People
Analytics & Strategy
NBA



Matt O'Connor

CRO
PeopleInsight



Michelle Brooks

Chief People & Culture Officer
Security Compass



Paul Buccheri

Fellow Analyst, Talent Analytics
& Insights
Boston Scientific



Shiv Ramesh

People Analytics Partner
Lululemon



Steve Hall

Solutions Architect
One Model



Steven Greenberg

Talent Acquisition Manager &
Host
CBS

Our Speakers

[VIEW AGENDA →](#)



Suha Fayyaz

Head of People Operations & Systems, Food Delivery

HR Tech



Tovit Neizer

Founder

Yellow Bricks



Vanesa Cotlar

VP, People & Culture

PolicyMe



Yannick Fouagou

Director of People Operations & Analytics

Greenshield



Yetunde Adeniyi

Advisor, People Analytics & Decision Support

BMO



Devyani Mahajan

Workforce Analytics Partner

Fairview Health Services

Activations and experiences to inspire and energize



Speed Networking

High-energy, timed sessions that maximize introductions — meet new peers, exchange cards, and spark quick connections.



Roundtables

Fast-paced networking rounds designed to spark valuable introductions and share fresh ideas in minutes.



VIP Breakfast, Lunch and Dinner Briefings

Meet one-on-one with leading solution providers and explore the latest data tools and technologies.



Evening Reception

Relaxed breakfast and lunch gatherings that make it easy to start meaningful conversations and build lasting connections.

2025 Attending Companies: Building Smarter Workforces Through People Analytics

The 2025 People Analytics Summit convened a diverse cross-section of Canada's workforce innovation ecosystem—enterprise HR teams, financial institutions, tech companies, healthcare organizations, public-sector leaders, and solution providers. United by a common goal to unlock the power of data in HR, these organizations came together to explore practical strategies for driving performance, equity, and transformation through people analytics.

Their participation reinforces the PA Summit's position as Canada's premier forum for advancing workforce strategy, building data-driven cultures, and aligning organizational goals with human insight and innovation.

Some of the incredible organizations who joined us:

- ✓ Air Canada
- ✓ ATB Financial
- ✓ Aurora Cannabis
- ✓ AstraZeneca
- ✓ Boston Scientific
- ✓ BMO (Bank of Montreal)
- ✓ CBS
- ✓ Fairview Health Services
- ✓ Goeasy
- ✓ Greenshield
- ✓ Ikona Analytics
- ✓ LYTIQS
- ✓ Lululemon
- ✓ Meridian Credit Union
- ✓ Monstarlab
- ✓ NBA (National Basketball Association)
- ✓ One Model
- ✓ PeopleInsight / HireRoad
- ✓ PolicyMe
- ✓ Scotiabank
- ✓ Security Compass
- ✓ Southwest Airlines
- ✓ theScore
- ✓ The Diversity Movement
- ✓ Yellow Bricks

HOW TO REGISTER?

IN-PERSON PASS

FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables, and one week of pre-event networking via our dedicated platform.

FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders.

5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location.

EXPO HALL:

Form lasting business partnerships, test drive the latest solutions, and gather exclusive content from industry-leading experts.

SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges.

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event.

EARLY BIRD EXPIRES ON NOV 28, 2025	\$1,195
REGULAR TICKET	\$1,595

VIRTUAL PASS

TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions, and case studies with real-time Q&A from the comfort of your home.

VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool.

VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions, and gather exclusive content from industry-leading experts.

SPEAKER PRESENTATIONS:

Take home PowerPoints and white papers addressing your biggest challenges.

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event.

EARLY BIRD EXPIRES ON NOV 28, 2025	\$895
REGULAR TICKET	\$1,395

REGISTER NOW →

REGISTER FOR DELEGATE PASS

Contact:

Daniel Farro

Delegate Sales Associate

Email: daniel.f@strategyinstitute.com

GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 3+. Speak with Daniel about our best rates:

Email: daniel.f@strategyinstitute.com

11th Annual
PEOPLE 
ANALYTICS
Summit

February 11-12, 2026
Old Mill Toronto Hotel, Toronto, ON