

**Al Phillips**

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Al has been involved in the marketing research industry in Canada since 1984. His experience and expertise translated well to the Transport Institute, where he has been active since 1999, taking the lead in many of the Transport Institute's research projects. When not undertaking project-specific work, he has met many of his own professional development aspirations by providing guidance in research methods and analysis to the Transport Institute team.

He earned his B.S.A. (Animal Science) and BA (Economics) degrees at the University of Manitoba and his M.Sc. in Agricultural Economics at the University of Guelph. He is involved with the Canadian Agri-Marketing Association (CAMA) in Manitoba, and is a retired Professional Agrologist (P.Ag. (Ret.)).

Al is particularly interested in economic impact analysis, primary data collection methods, Benefit/Cost analysis, and in developing a further understanding of challenges faced by various transportation modes covering thin markets, remote regions, and in Arctic operations.