

WHITE COLLAR CRIME SYMPOSIUM



2026



FINANCIAL AND
CONSUMER SERVICES
COMMISSION OF
NEW BRUNSWICK

Agenda

08:00	Hot Breakfast Buffet (Ballroom C)
08:35	Welcome <i>Kevin Hoyt</i>
08:40	Finfo Information Session <i>Marissa Sollows</i>
08:55	Stretch Break
09:10	Info Session on Disruption Projects: Project Maple, Operation Avalanche, NetCraft <i>Lori Chambers and Susan Powell</i>
10:10	Networking Break
10:30	The Application of Behavioural Science to Consumer Protection <i>Sasha Tregebov and Marissa Sollows</i>
11:15	Stretch Break
11:30	Leveraging Technology in Enforcement: AI Tools and Best Practices <i>Pierre-Yves L'Espérance</i>
12:15	Lunch Buffet/Networking (Ballroom C)
13:20	Micro to Macro, Scaling Investigations and Their Potential <i>Cst. Brian Mason</i>
14:20	Stretch Break
14:40	President and Chief Executive Officer, CanAge <i>Laura Tamblyn Watts</i>
15:30	Networking Break
16:00	Fireside Chat, The New Consumer Protection Act and More... <i>Alaina Nicholson and Susan Powell</i>
16:55	Closing Remarks <i>Susan Powell</i>



Susan Powell

Susan Powell has been with the Financial and Consumer Services Commission of New Brunswick (Commission), and previously, the New Brunswick Securities Commission, for 21 years. She has been the Director of Enforcement since 2018 and prior to that senior legal counsel in the

Securities Division. She leads a team of seven comprised of investigators, lawyers, and a case management officer. Before moving to New Brunswick, Susan was legal counsel for the Securities Division for the Government of Newfoundland.

Susan is the former Chair of the Canadian Securities Administrators Enforcement Committee and participates on two board-level committees of North American Securities Administrators Association.

Susan received her Bachelor of Commerce from Memorial University of Newfoundland and her law degree from the University of New Brunswick.



Kevin Hoyt

Kevin Hoyt (FCPA, ICD.D) is the Chief Executive Officer of the Financial and Consumer Services Commission of New Brunswick (Commission). The Commission is a self-funded Crown corporation responsible for regulating New Brunswick's financial and consumer marketplaces and administering 24 Acts

that include the securities, insurance, pension, credit union, mortgage brokers and consumer affairs sectors.

Kevin is a former Vice-Chair of the Canadian Securities Administrators and a former Board member of the North American Securities Administrators Association as well as a past Chair of CPA NB and a past Chair of the CPA Atlantic School of Business.

Kevin is a current Board member for the University of New Brunswick where he chairs its Investments Committee. He also represents the Canadian Securities Administrators on the Reporting and Assurance Standards Oversight Council. He holds a Bachelor of Science degree from Mount Allison University and a Master of Business Administration from the University of New Brunswick.



Marissa Sollows

Marissa Sollows is the Director of Communications and Public Affairs at the Financial and Consumer Services Commission of New Brunswick (Commission), the province's financial and consumer services regulator. She leads the Commission's communications, public affairs, and consumer education

initiatives, including the development and launch of Finfo, the Commission's consumer education brand designed to help New Brunswickers better understand financial information and make more confident financial decisions.

With two decades of experience in investor and consumer communications, Marissa has led local, national, and North American initiatives focused on public awareness, consumer protection, and trust building. Her work spans strategic communications, brand development, digital engagement, and the creation of accessible education tools and campaigns that support informed decision-making and financial well-being.

Marissa collaborates extensively with regulatory partners and organizations across Canada and the United States and is a frequent speaker on topics including consumer behaviour, fraud prevention through education, public sector digital communications, and the use of behavioural insights to improve outreach and engagement.



Lori Chambers

Lori Chambers leads the BC Securities Commission's Investigations Branch, a specialized team that protects the public by detecting, disrupting and investigating investment-related schemes.

As Deputy Director, Enforcement, Lori liaises with external regulatory partners and law enforcement, and participates in numerous committees, including the CSA Enforcement Committee, NASAA's Enforcement Section, CIFA-BC, and the Council to Reduce Elder Abuse.

Lori has a background in forensic accounting and over 25 years of experience conducting and leading criminal and regulatory investigations. Over that time, Lori has seen the evolution of investment fraud, and she collaborates with other agencies to help combat this transnational crime.



Sasha Tregebov

Sasha Tregebov is a Managing Director at BIT, overseeing its work in Canada, the US, and Latin America.

He specializes in the application of behavioural science to consumer protection. He has worked extensively with the CSA, OSC, FCAC, Competition

Bureau and many other regulators to design and evaluate new ways to empower and protect Canadians from emerging threats.

Prior to joining BIT in 2017, he worked in policy and strategy roles in the Ontario government and at Deloitte. Sasha lives in Montreal with his partner Katie and their spoiled dog, Lucy.



Pierre-Yves L'Espérance

Pierre-Yves L'Espérance is the Director of Intelligence and Analytics at the Autorité des marchés financiers (AMF) du Québec, where he leads a multidisciplinary team within the Enforcement branch. His group plays a pivotal role in supporting investigations through intelligence-driven analysis,

strategic prioritization, and the development of detection and surveillance initiatives aimed at enhancing market integrity.

With a strong foundation in fraud detection analytics, Pierre-Yves previously served as a team lead in this domain at Canada's largest credit union, worked as a Fraud Waste and Abuse principal consultant at FICO working across multiple industries and geographies and also held the role of Principal Product Manager for a voice biometric authentication solution at Nuance/Microsoft, demonstrating his ability to bridge advanced technology with operational needs.

He holds an undergraduate degree in Physics Engineering, a Master's in Applied Mathematics, and an MBA, equipping him with a rare blend of technical depth and strategic insight. His core expertise lies in Fraud Risk Management and Data Science, areas in which he continues to drive innovation and impact.



Brian Mason

Brian Mason is a Constable and Fraud Investigator with the Edmonton Police Service, specializing in romance and investment scams. Originally from the United States, he holds a degree in anthropology with a concentration in archaeology from Appalachian State University and later

immigrated to Canada, channeling his investigative background into law enforcement.

With 16 years of combined experience in emergency services and policing, Brian has served with the Edmonton Police Service since 2017. He is driven by a commitment to thorough investigations and a global approach to identifying and pursuing offenders.

In 2020, Brian joined a pilot project enabling officers with physical limitations to conduct in-depth investigations from the station. Through this work, he uncovered connections between seemingly isolated fraud reports and large-scale transnational organized crime networks. He has since developed expertise in organized crime operations, cybercrime, cybersecurity, financial analysis, and cryptocurrency tracing.

Brian has presented locally and internationally on fraud trends and the global impact of scams. He continues to advocate for stronger investigative and prosecutorial focus on fraud-related crime. He currently consults on scam investigations for agencies across Canada, the United States, the United Kingdom, and India, and serves as a Subject Matter Expert for the Royal Canadian Mounted Police on cyber-enabled crime and cryptocurrency investigations.



Laura Tamblyn Watts

Laura Tamblyn Watts, LLB, ICD.D is the CEO of CanAge, Canada's National Seniors' Advocacy Organization. She is a lawyer, seniors' advocate, professor, media commentator, corporate director and #1 International Bestselling Author of "Let's Talk About Aging Parents".

She is an Assistant Professor (status) at the Factor Inwentash Faculty of Social Work at the University of Toronto, a Fellow of the University of Toronto's Institute for LifeCourse and Aging, A Fellow of McMaster's Gilbrea Centre of Aging and the member of University of Victoria's Institute for Aging and Lifelong Health. She is the author of numerous leading reports and publications on aging, in Canada and internationally and has been involved for 15 years on the development of a UN Convention on the Rights of Older Persons.

Laura is the recipient of a number of national and international awards for her work. In June 2025, she was presented with Queen's University's highest humanitarian honour, the "Global Citizenship Award". She was also inducted as an inaugural AgeTech Innovation Fellow of the Centre for Aging and Brain Health Innovation (CABHI) at Baycrest. She serves on various Boards including the CIRO – the Canadian Investment Regulatory Organization and AGE-WELL, Canada's Network Centre on Excellence on Aging and Technology.

She is also affiliated faculty at a number of global universities and has a broad research portfolio spanning topics such as mental capacity and decision-making, dementia, age-tech, ageism, loneliness and social inclusion, international human rights, financial mistreatment and financial regulation, artificial intelligence and governance, elder abuse, regulatory compliance, vaccines, patient advocacy, rural and remote aging, and aging in place.



Alaina Nicholson

Alaina Nicholson is the Director of Consumer Affairs at the Financial and Consumer Services Commission of New Brunswick (Commission). Her division administers a wide array of legislation related to the licensing and registration of regulated activities, as well as the protection of consumer rights. She has

worked in Consumer Affairs since 2009 and has served as Director since 2017. Born and raised in Fredericton, New Brunswick, she continues to reside there today.

Alaina is a graduate of the University of New Brunswick, holding a Master of Business Administration as well as bachelor's degrees in arts and education. She also brings over eight years of experience from a major Canadian financial institution, where she worked in roles involving mortgages, mutual funds, RRSPs, and personal credit products.

In addition to her professional responsibilities, Alaina is actively involved in several external committees. She serves as Vice-President of the Public Legal Education and Information Service of New Brunswick (PLEIS-NB) and as Vice-Chair of the Real Estate Regulators Council of Canada. She previously served as Chair of the Mortgage Broker Regulators Council of Canada from 2018 to 2022. Alaina is also the provincial co-chair of a predatory lending working group with the Consumer Measures Committee - a federal, provincial, and territorial forum focused on improving the Canadian consumer marketplace - and represents the Government of New Brunswick on the Canadian Motor Vehicle Arbitration Plan.

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When a salesperson is at your door...
Pause and check that they're licensed at FCNB.ca

Savez-vous quoi faire si des escrocs cognent à la porte?

Quand un vendeur se présente à votre porte...
prenez le temps de vérifier son permis à FCNB.ca

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